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NO.
32





MAD

NO. 32 AUGUST 2023

WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSOCIATE ART DIRECTOR



- 02** One Day at Mount Rushmore, MAD #186, Oct 1976
03 Fantasy "Buy"land (MAD TV Parody), MAD #203, Dec 1978
08 The Tourist, MAD #150, Apr 1972
09 If Chickens Could Time Travel, MAD #480, Aug 2007
13 A MAD Peek Behind the Scenes at a Resort Hotel, MAD #146, Oct 1971
16 Ways to Avoid Paying to Check a Suitcase When you Fly, MAD #493, Sep 2008
17 A MAD Peek Behind the Scenes of a National Park, MAD #408, Aug 2001
19 Time Travel Tips: Should You Use Valet Parallel Universe Parking?
20 Spy Vs. Spy, MAD #110, Apr 1967
21 Ditched in the South Pacific, MAD #134, Apr 1970
22 The MAD World of...Travel, MAD #493, Sep 2008
25 One Morning In a Bus Terminal, MAD #202, Oct 1978
26 The Worst People to Sit Near on a Plane, MAD #529, Oct 2014
28 The Castaway, MAD #182, Apr 1976
29 Spy Vs. Spy: The Tourist, MAD #322, Oct 1993
32 The Amazing Rutt! (MAD TV Parody), MAD #476, Apr 2007
38 Future "No Frills Air Travel" Gimmicks, MAD #179, Dec 1975
42 MAD Remembers Al Jaffee
46 Weird Al Loves Wacky Jaffee, MAD #28, Dec 2022
47 Al Miss You Dept., Wise Mister Jaffee
48 The Unfoldable Al Jaffee
50 Spy Vs. Spy Jaffee Edition, MAD #14, Aug 2020
52 A MAD Look at Al Jaffee, MAD #14, Aug 2020
56 He Who Laughs, Lasts



CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

VARIOUS PLACES Drawn Out Dramas by Sergio Aragones

COVER ARTIST Mark Fredrickson

Parade (1970) 127x172 cm. ID: 15584771941 | Dreamstime.com
ID: 15584771941 | iStock.com
Front cover background and googly eyes:
ID: 15422639699 | Dreamstime.com
ID: 15422639699 | iStock.com

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

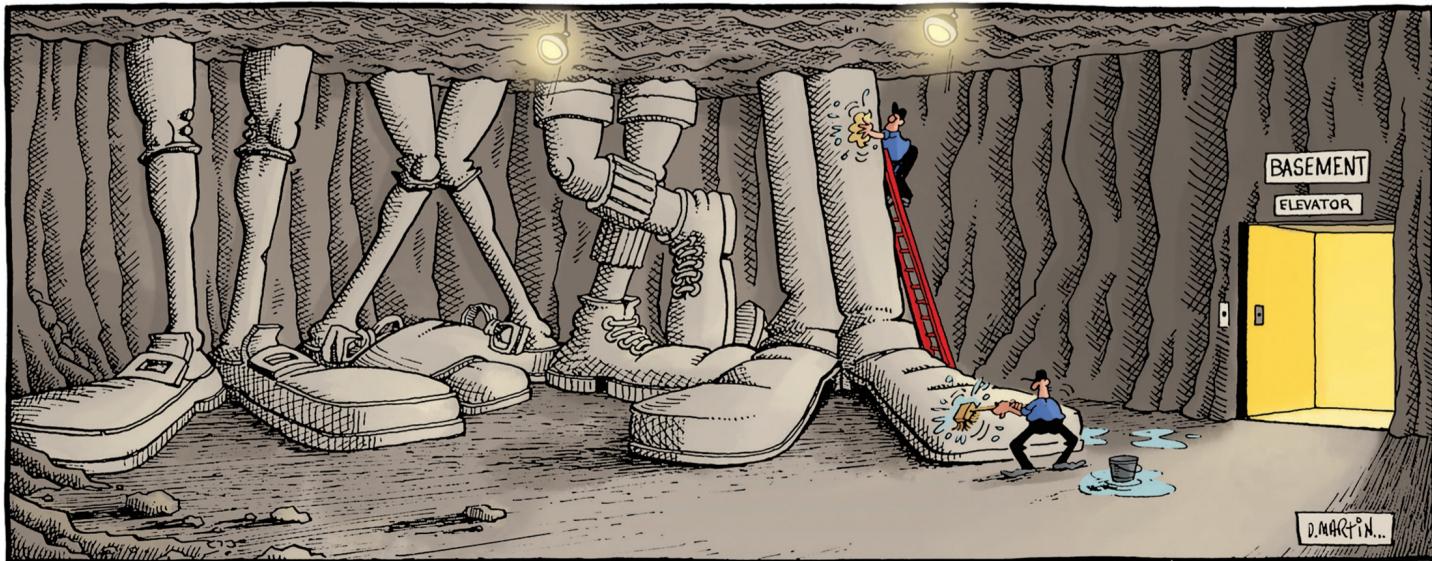
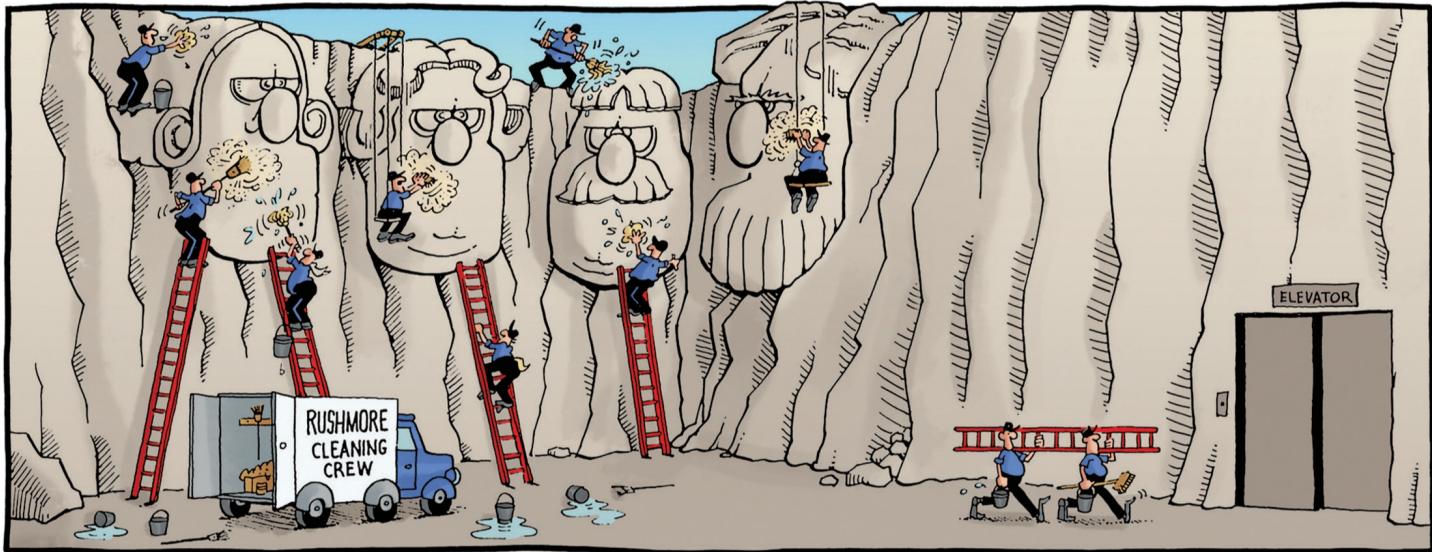
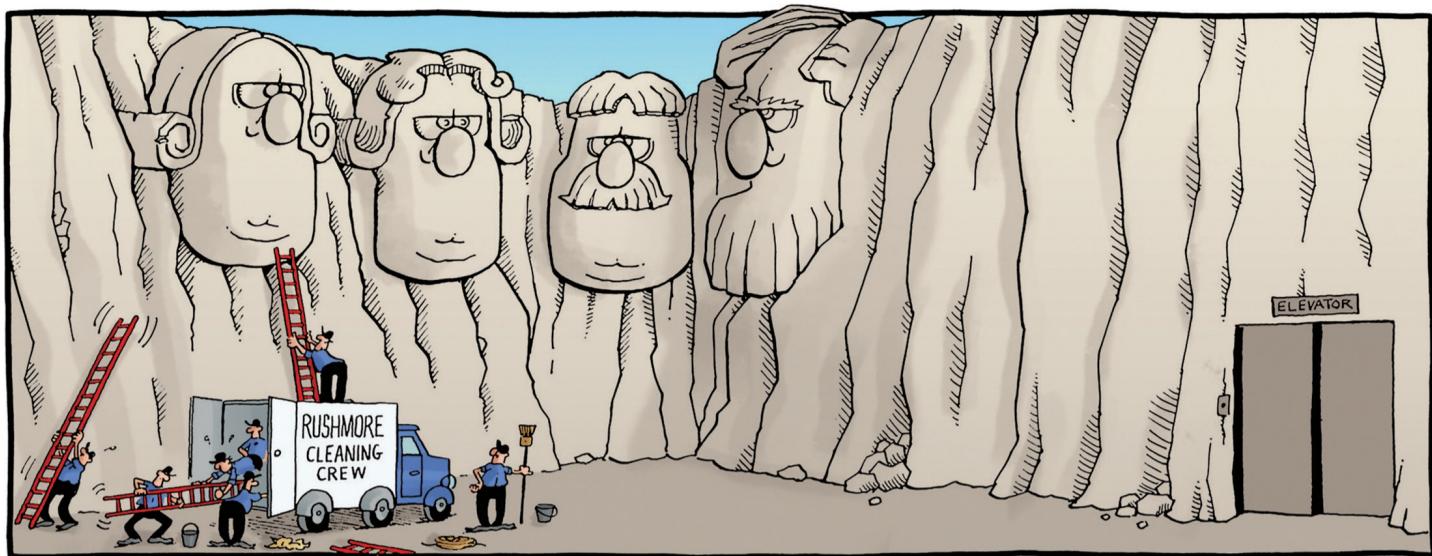
CONTENTS



MAD'S MADDEST ARTIST DEPT.



ONE DAY AT MOUNT RUSHMORE



ORIGINALLY PUBLISHED IN MAD #186, OCT 1976



There's a new hit show on TV that takes place on a lush tropical island. People (mostly ABC stars) visit this remote paradise in order to live out their secret desires and unfulfilled fantasies. Sounds like a great idea for a series, right? Wrong...unless you happen to be the Network Executive whose secret fantasy was to come up with the most ridiculous show to hit TV since "My Mother—the Car." In which case, your fantasy is being fulfilled weekly with this idiocy called . . .

FANTASY "BUY" LAND

Ratchew . . . what do you think you're doing . . . ?

I'm living out my "leather" fantasy, Boss! You know, short people have fantasies, too!!

I'm sure they do! But that kind of fantasy, unfortunately, cannot be shown on TV . . . or in this magazine!

Too bad! It would do wonders for our ratings!

Never mind! Go and get dressed now! The PLANE is coming . . .

Who are our guests going to be, Boss?

Mr. Shorn Chastity, a student, who's always dreamed of being a "Gunfighter", and Miss Fairer Faucet Minors, the famous poster girl and TV sex symbol . . . !

I hope her fantasy is to make out with a suave, handsome . . . very short-in-stature Frenchman!



WRITER LOU SILVERSTONE

ARTIST ANGELO TORRES

Sorry, Ratchew, but Miss Minors fantasy is a Cinderella Story in reverse! She dreams of escaping the spotlight and living like a plain, everyday person! She's going to work here as a Waitress!

A WAITRESS? I like my idea much better!

Miss Minors, Mr. Chastity, welcome to Fantasy Land!

First, Fairer, we have to deglamorize you so you look like a typical resort hotel Waitress!

You forget, Ratchew . . . this is Fantasy Land! And here—ANYTHING is possible!

Boss, it would be a lot easier to pass me off as a Center in the N.B.A.!

Now, let's see . . . a new hairdo . . . a pair of sensible, flat walking shoes . . . and a bra! That should do it!!



Okay, Boss? Now, can I play in the N.B.A.?

I didn't mean YOU, idiot!! I meant Miss Minors!

SHE'S going to play basketball? Boy, I'd like to go one-on-one with HER!

No . . . we are going to turn Miss Minors into an unglamorous resort Waitress . . . !

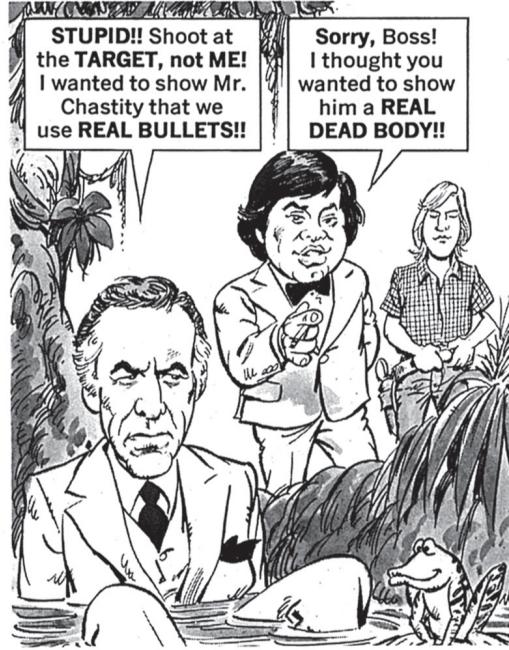
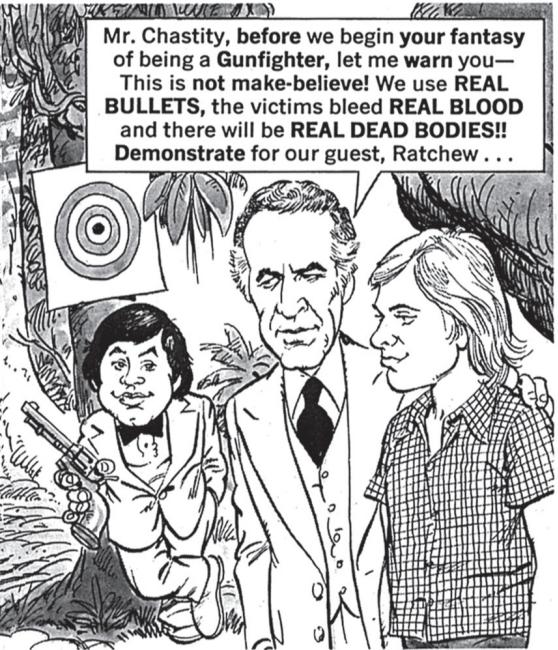
It'll never work, Boss! She's much too beautiful!!!

How many times must I tell you, Ratchew—All women are beautiful! Of course, Miss Minors has a couple of outstanding natural attributes—

Yeah! And the rest of her ain't bad, either!

You look splendid, my dear! Ratchew, meet Fanny Forcer . . . Waitress!

She can serve ME a meal ANYTIME! Er—how about breakfast in bed in the morning?



This is your last chance to stop your fantasy, Mr. Chastity!

Not to worry, Mr. Rook! I was All-Conference Fast-Draw Champ! I'll give you a demo! Ratchew, toss a bottle in the air!

NOT THAT ONE!!! That's a forty-year-old rare vintage!

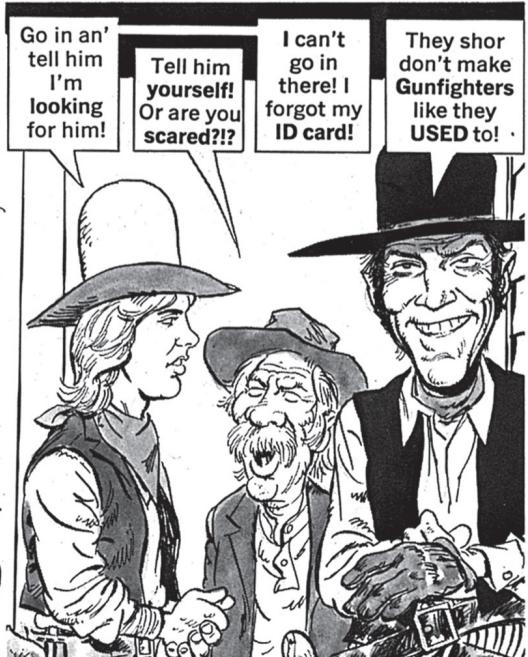
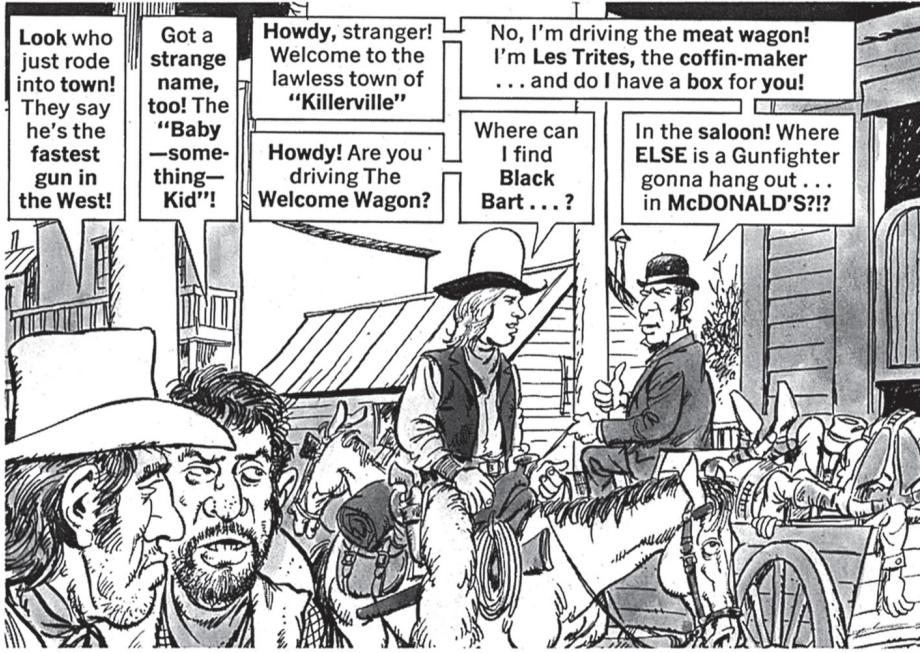


Dummy! I was saving that for a special occasion . . . !

For my birthday, Boss?

No, you stupid @#\$%! For your FUNERAL!!





Fanny, we've known each other only a few days, and I've grown very fond of you! But I have a confession to make! I'm—I'm not really a Waiter . . . !

I know! You're a Prince . . . or a rich Playboy . . . and you wanted to see how the other half lives!

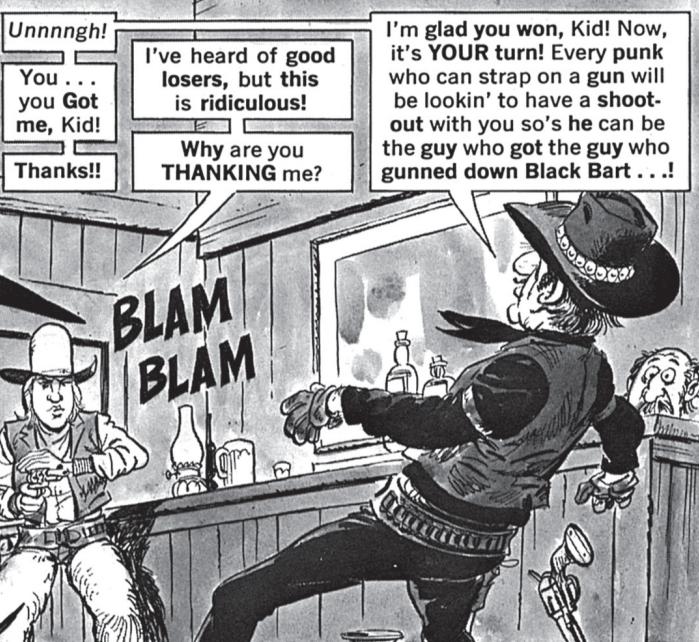
If I were rich, why would I want to do a dumb thing like waiting on tables? No, I'm a Good Humor Man! I work as a Waiter in the off-season!

I've got a confession to make, too, Dyke! My . . . my name isn't Fanny! It's Fairer Faucet Minors!

Yeah, yeah! So get to the good part . . . ! I SAID I'm Fairer Faucet Minors!!

That's it?!? That's the whole thing?!? You lied about your name?!? That's even duller than my Good Humor Man confession!

No, I live in a trailer and there's not much space! So I had to make a choice between a "TV" and a "John"!



Mr. Rook, I told Mr. Van Dick that I was really a glamorous star and sex symbol, and he said he didn't care . . . that he'd marry me anyway! We're going to live in his trailer!

Won't it be crowded?

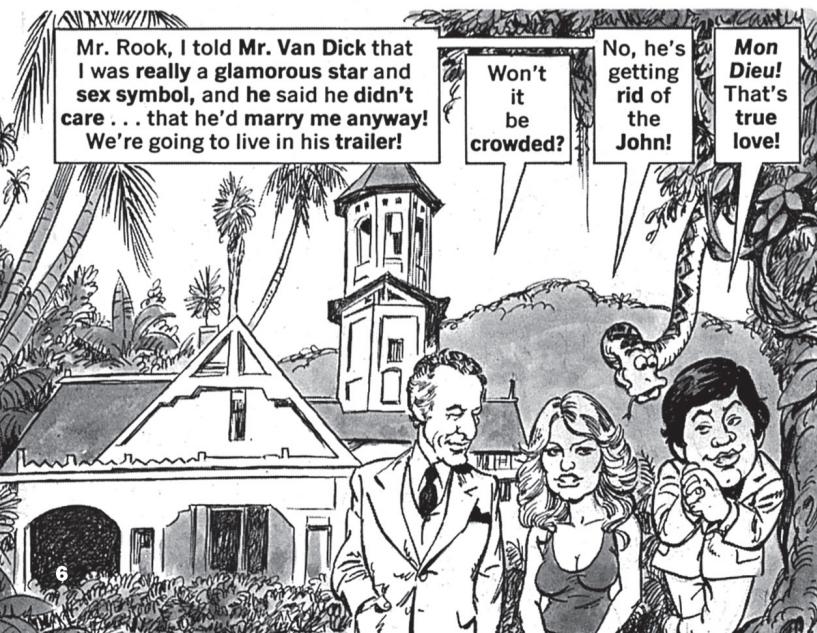
No, he's getting rid of the John!

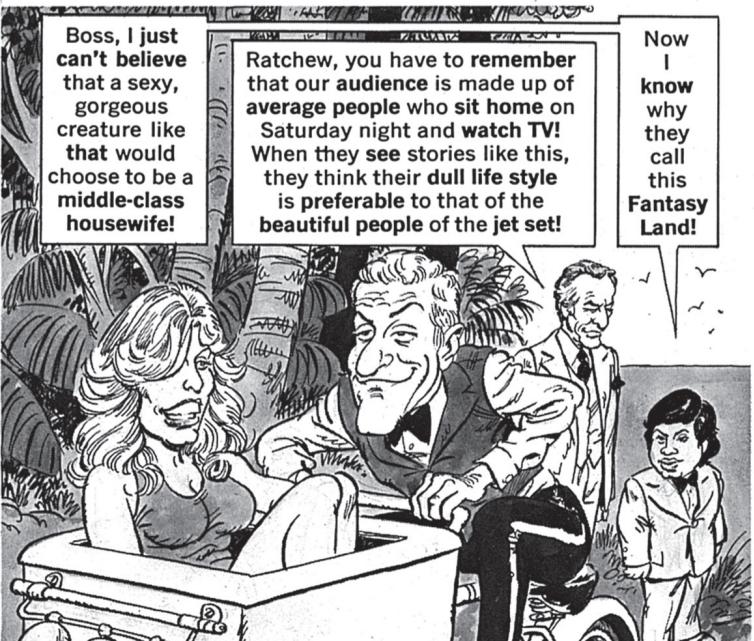
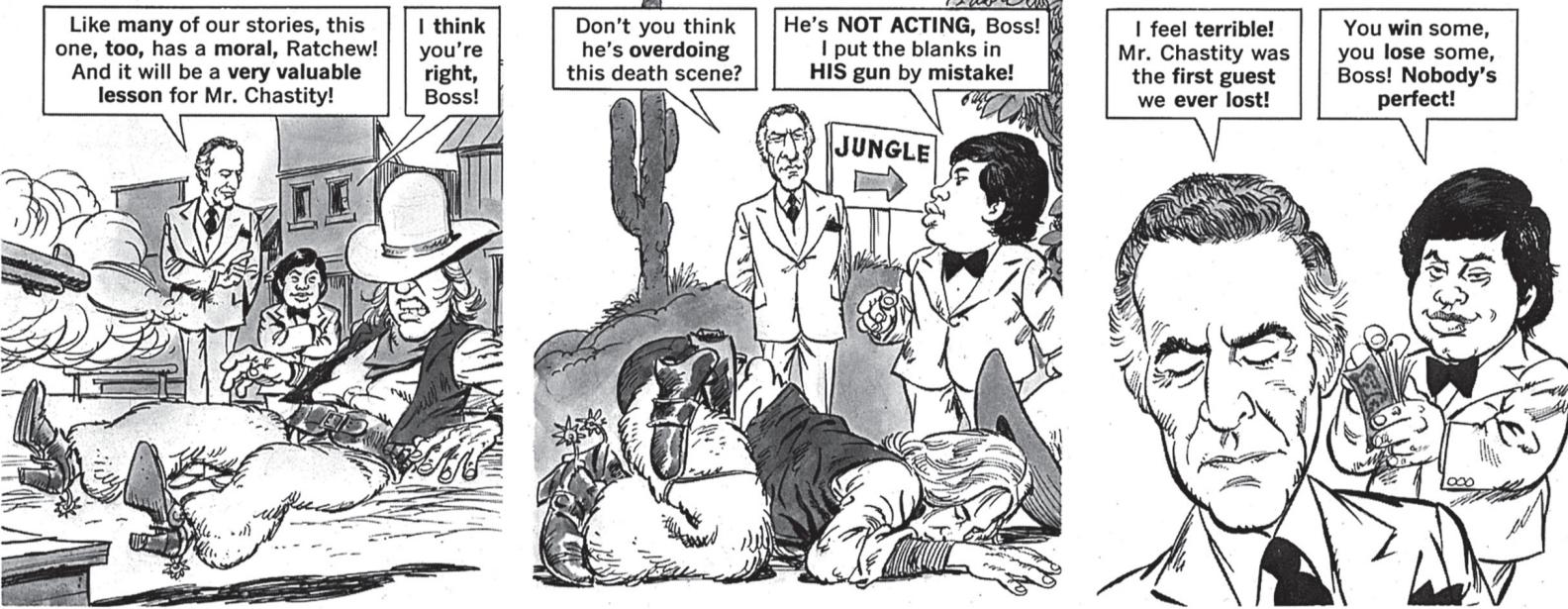
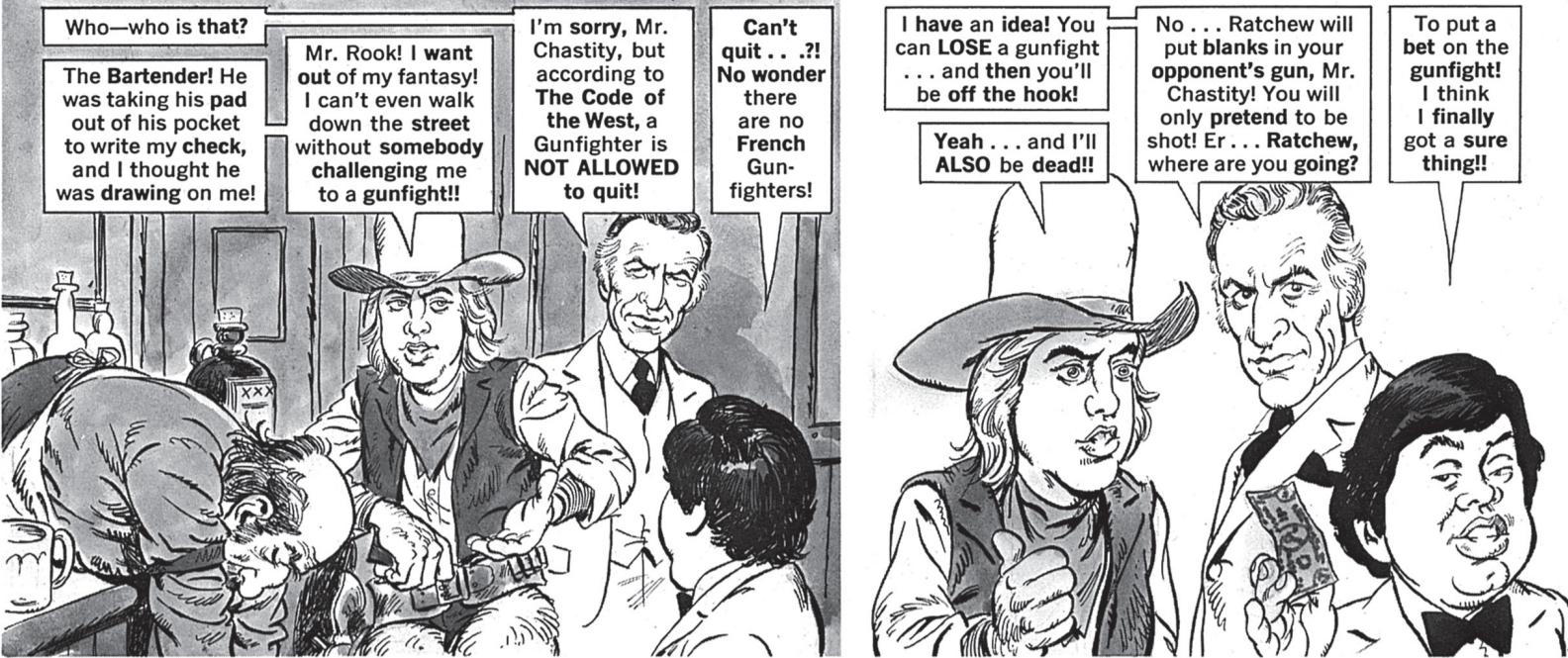
Mon Dieu! That's true love!

Just think! No more photographers, no more autograph hounds, no more gropers! From now on, I'll be able to go to the Supermarket with my hair in curlers . . . drink beer out of a can . . . and play the pinball machine in the candy store! I'm—I'm so excited! My whole life will be a—a fantasy!!

Are you sure that's what you really want, Fairer?

Of course, Mr. Rook! Doesn't everybody??!



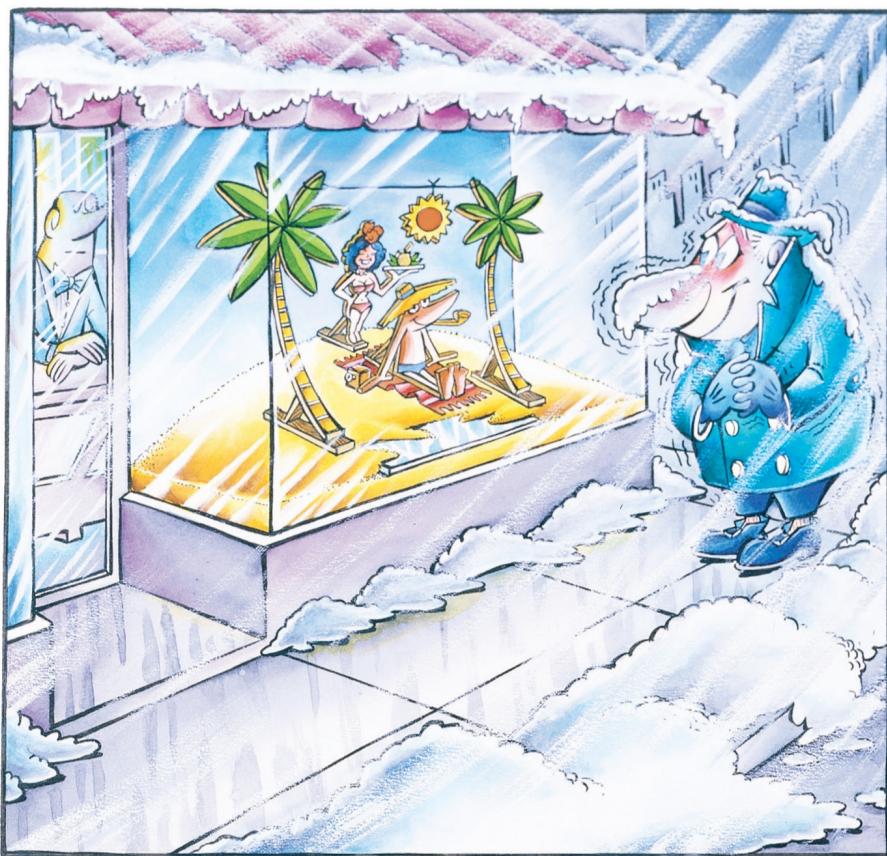




SNOWED BIRDS DEPT.

GESUNDHEIT!
WILHELM BUSCH

THE TOURIST



WRITER & ARTIST ANTONIO PROHIAS



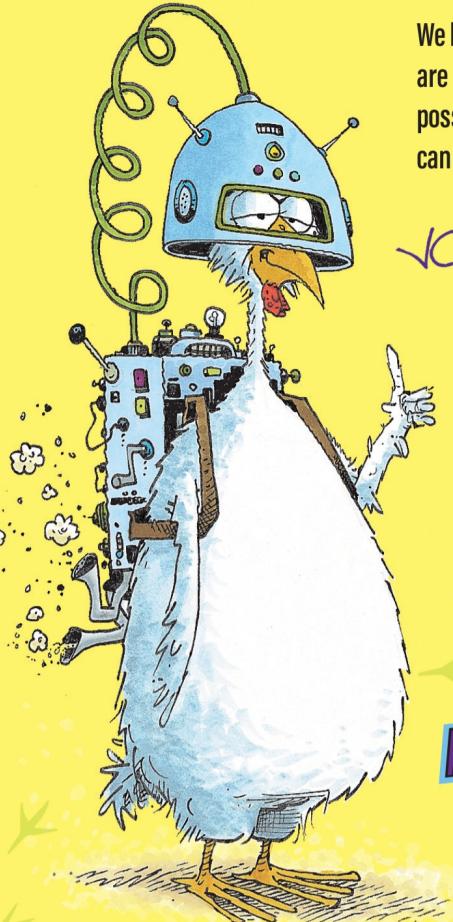


TURNING BACK THE CLUCK DEPT.

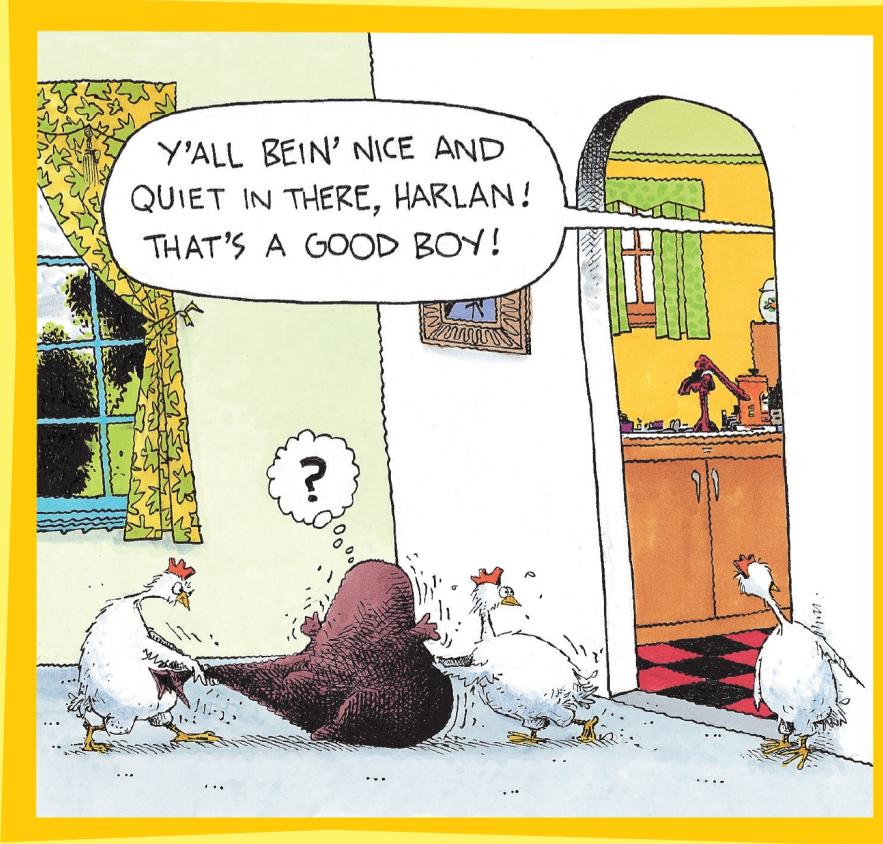
We live in a world of technological wonders. Many things that couldn't even be imagined a hundred years ago are now commonplace. Yet one thing, it seems, will probably be forever out of man's reach. Or will it? The possibility of poultry traversing through the ages remains a dream for many. But until such time as this dream can become a reality, we are left to sit and wonder what such a scientific achievement would bring. Behold!

JOHN CALDWELL'S

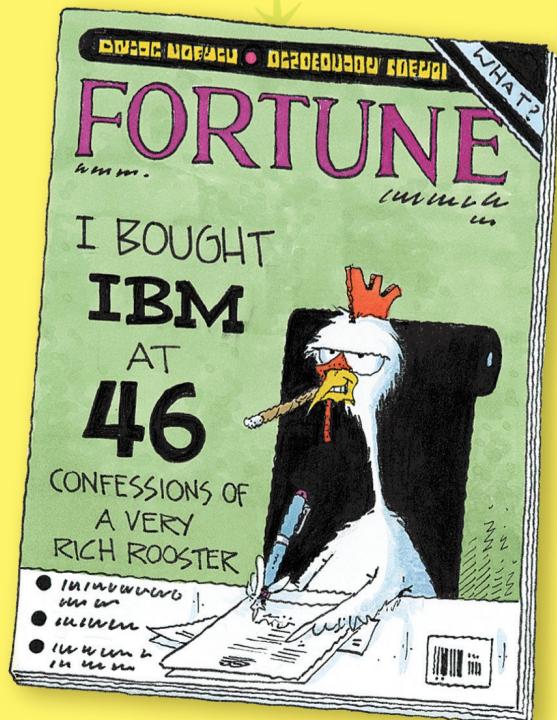
IF CHICKENS COULD TIME TRAVEL



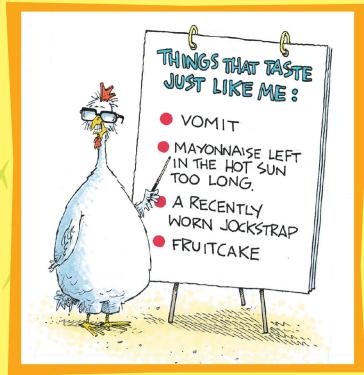
WRITER & ARTIST JOHN CALDWELL



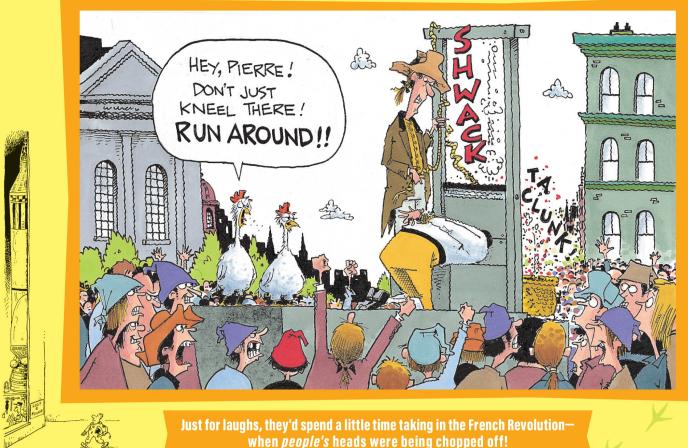
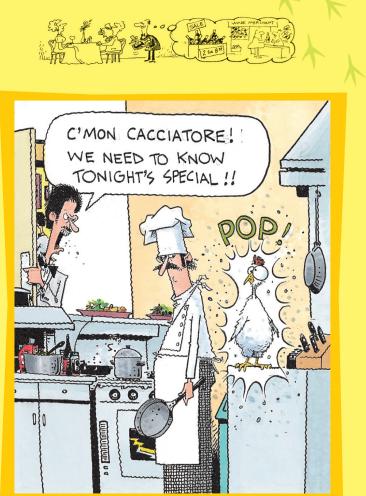
The world might never have heard the name "Colonel Sanders."



The annual "Fortune 500" list would be peppered with trillionaire chickens.



They'd be calling the shots in the "things that taste like chicken" department.



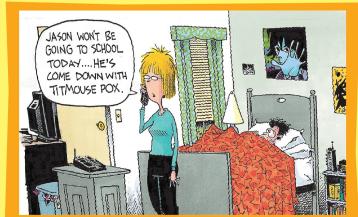
Just for laughs, they'd spend a little time taking in the French Revolution—when people's heads were being chopped off!



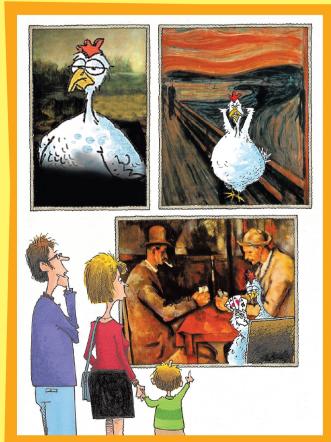
Popular songs, bestselling books, and major motion pictures would forever sing the praises of the gallant chicken who saved Lincoln.



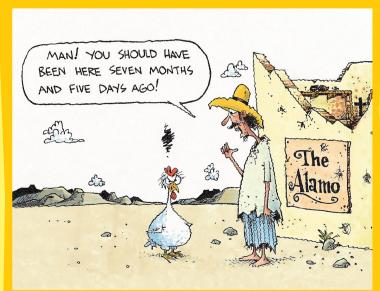
Some would learn the hard way the dangers of looking up their prehistoric ancestors.



Any and all negative references to chickens would be obliterated.



Their effect on our culture would be vastly greater.



They would rarely set their arrival date correctly, because at the end of the day, they're still frickin' chickens!





Editor's Note: Since our "Introduction" writer was just kidnapped, and since he is being held for 9¢ ransom, and since we refuse to pay that ransom . . . there will be no introduction to . . .

A MAD PEEK BEHIND THE SCENES AT A RESORT HOTEL

WRITER LARRY SIEGEL ARTIST BOB CLARKE







Ways to Avoid Paying to Check a Suitcase When you Fly



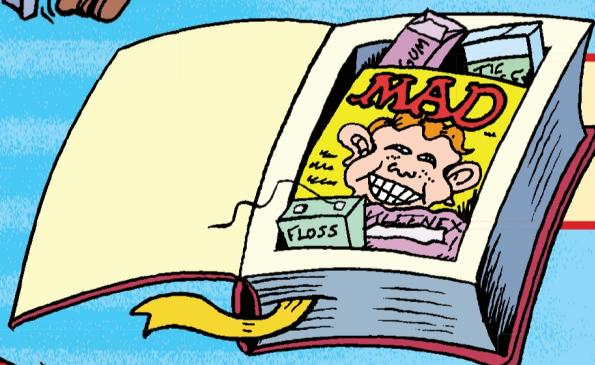
Dress in layers. Wearing 8 pairs of underwear, 4 pairs of pants, 6 shirts, and 3 jackets means one less suitcase to check. Not only will you save money, but if you're hit by a car, it just may save your life!

1



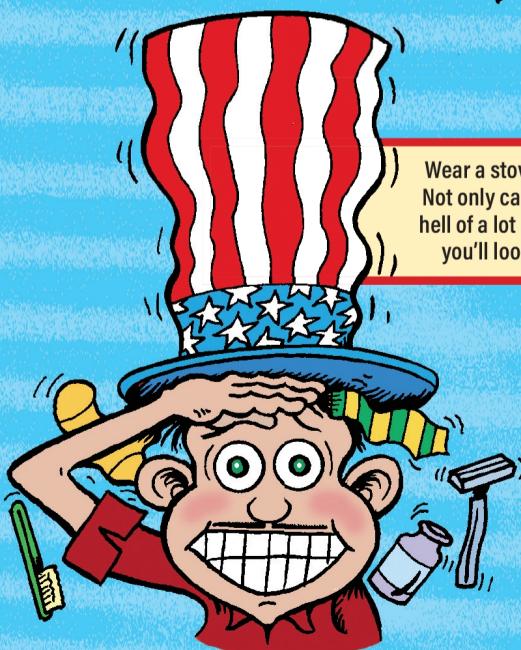
Buy a large umbrella and fill it with all your toiletries, small electronics and snacks. But remember, don't open it! It's bad luck to open an umbrella on an airplane!

2



Reading material is not considered luggage. Hollow out a large Bible and pack it full of socks, handkerchiefs and maybe even some reading material!

3

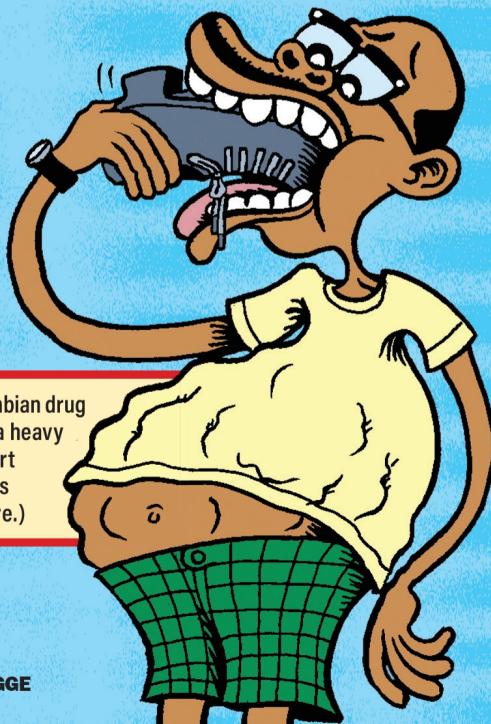


Wear a stovepipe hat. Not only can it carry a hell of a lot of stuff but you'll look patriotic.

4

5

Take a page from Colombian drug mules. (Note: If you're a heavy packer, you might start swallowing a few days prior to your departure.)





YOSEMITE SHAM DEPT.

If you're planning on visiting one of our national parks, you better hurry before President Cheney — oops we mean President Bush — begins drilling for oil under each and every rock like he was Jed Clampett on a Saturday night bender. But at least for now these great natural wonder treasures are here for you to enjoy and us to make fun of. Here's...



A MAD PEEK BEHIND THE SCENES AT A NATIONAL PARK

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

This campsite will be such a wonderful escape from the over-crowded city!

CAUTION
BEARS ARE NOT TAME
OK YOS WND 4R



They've got patented grip tight soles, a rubber toe bumper, a padded gusset tongue and a waterproof Gore-Tex lining!

Are you ready to go for a hike?

No way! I'm gonna stay here at base camp! If anything happened to these \$500 boots I'd kill myself!

Those are really great hiking boots!

VISITORS CENTER INFORMATION
BULLETINS



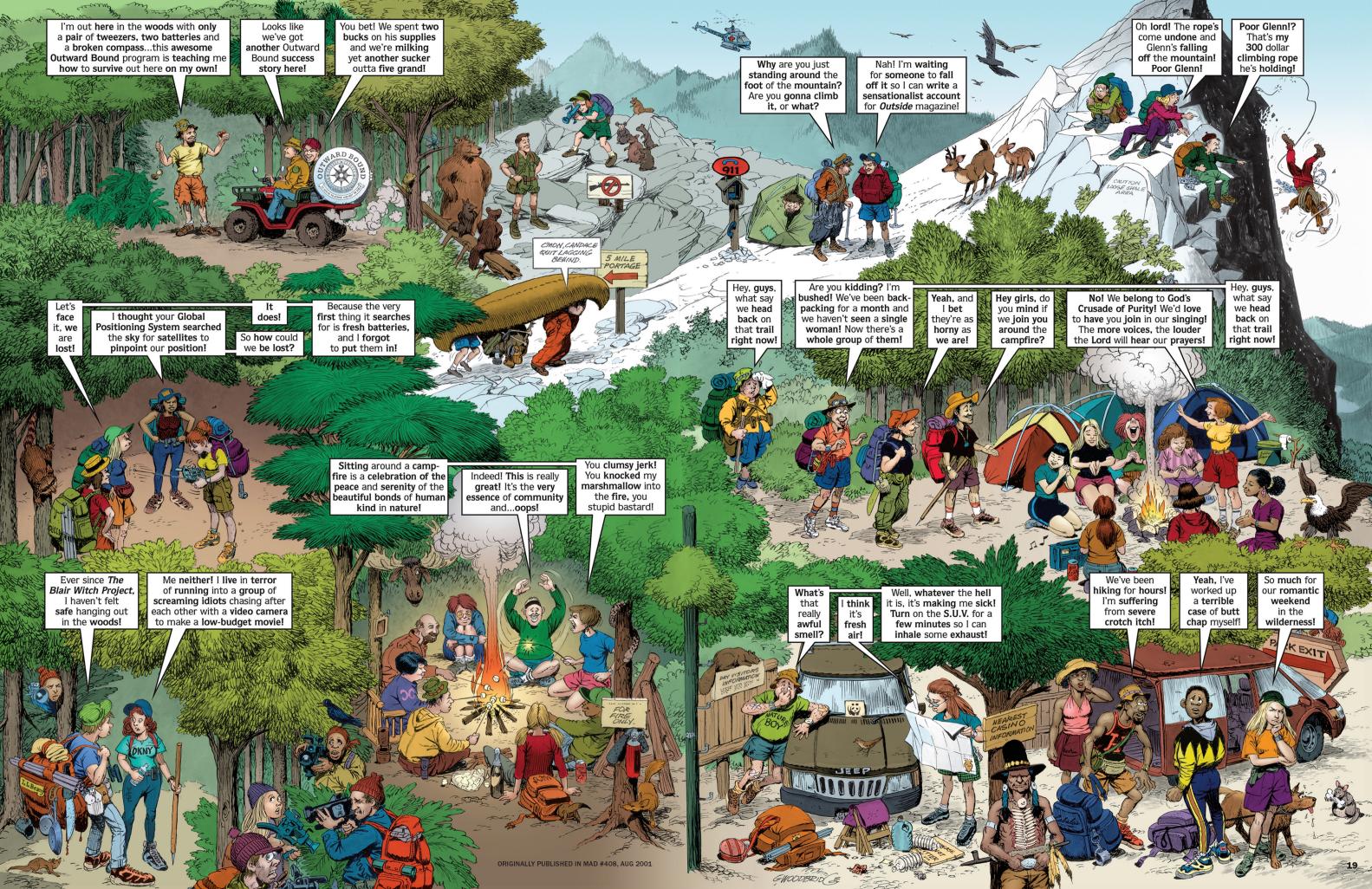
BULLETINS

C'mon, kids! We've been here for two days! Isn't anybody gonna get out and look around?

I'm not leaving the air conditioning!

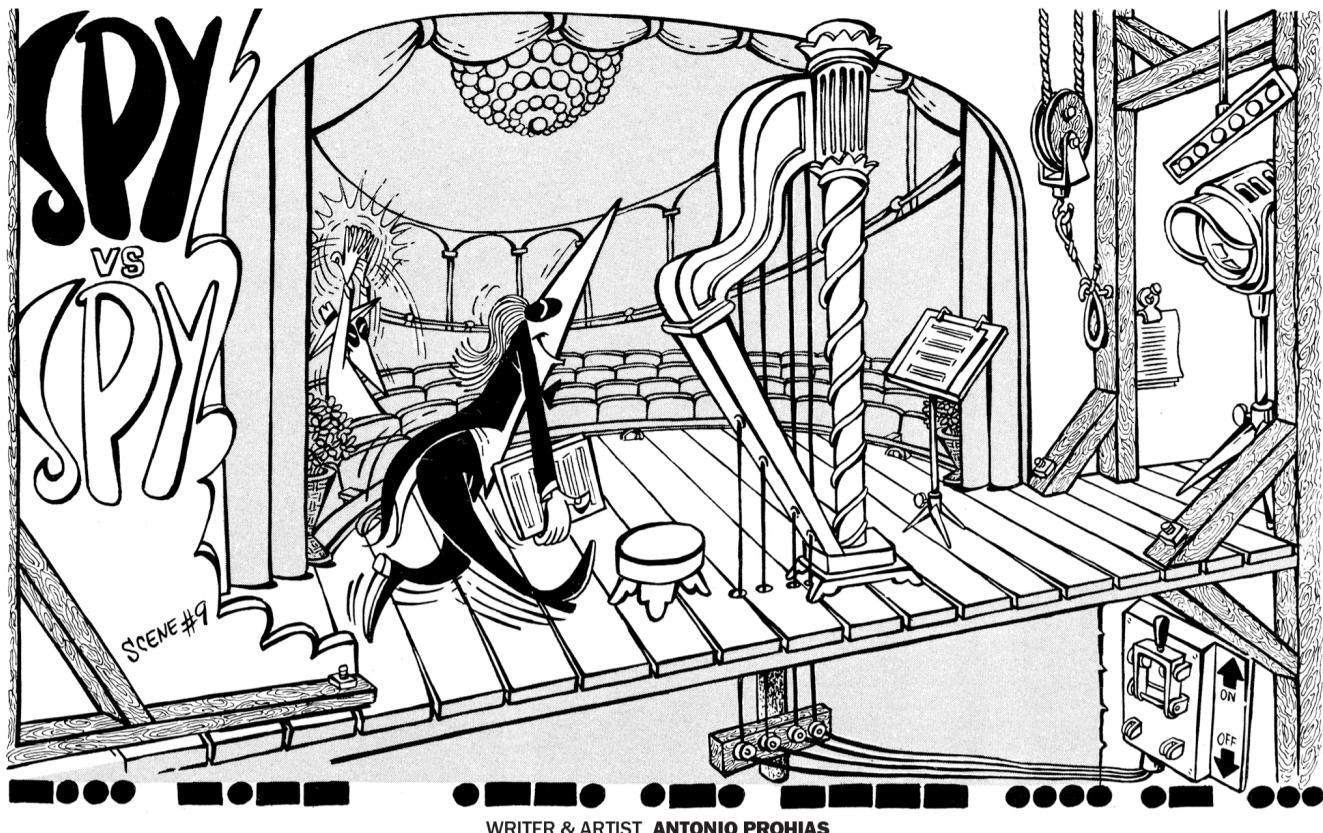
I'm not leaving the VCR!

I'm not leaving the Internet!

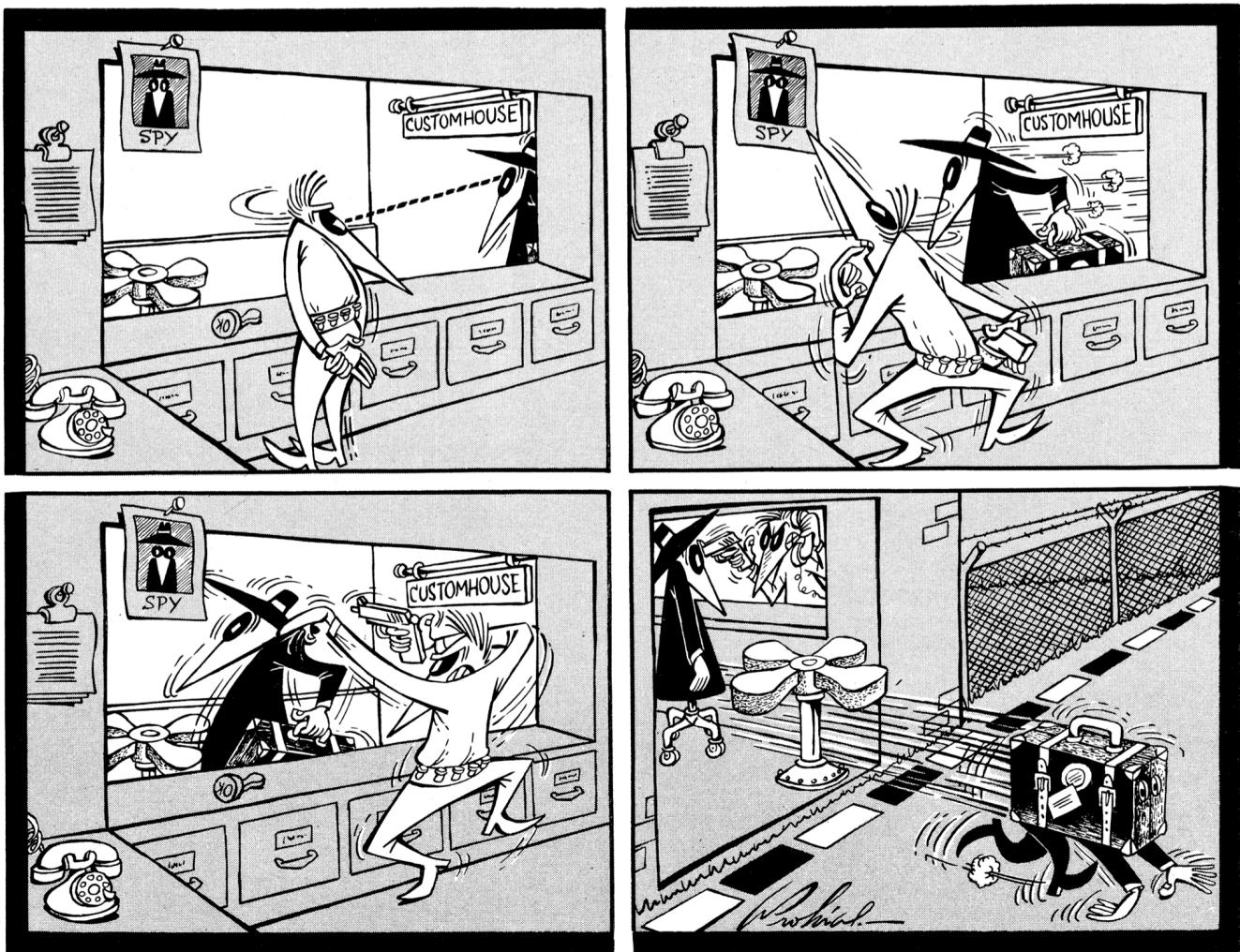




JOKE AND DAGGER DEPT.



WRITER & ARTIST ANTONIO PROHIAS



ORIGINALLY PUBLISHED IN MAD #110, APR 1967



MAD'S MADDEST ARTIST DEPT.

DITCHED IN THE SOUTH PACIFIC

SURVIVAL RAFT

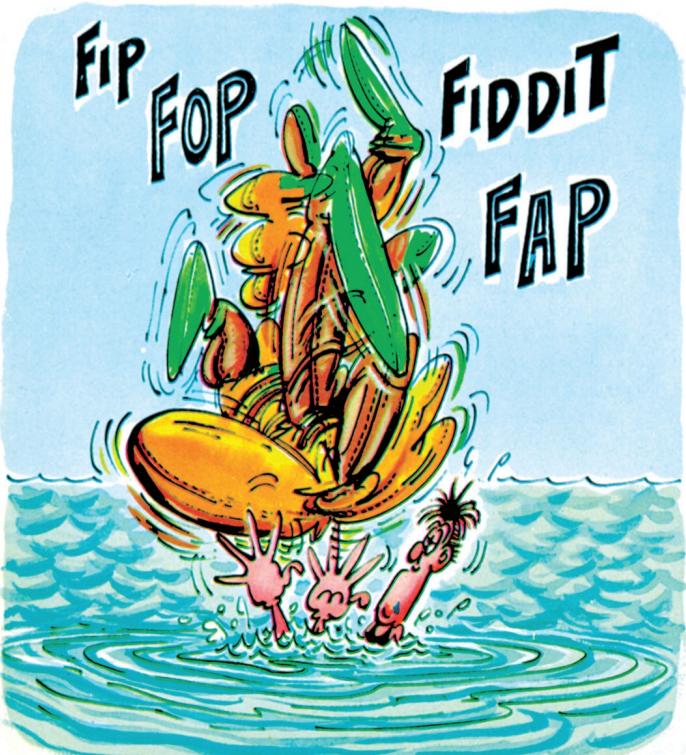
DESIGNED ESPECIALLY FOR USE
IN THE SOUTH PACIFIC AREA

DIRECTIONS

Unzip envelope, open protective
flap, grasp red handle and pull.
Raft will inflate automatically.



WRITER & ARTIST DON MARTIN

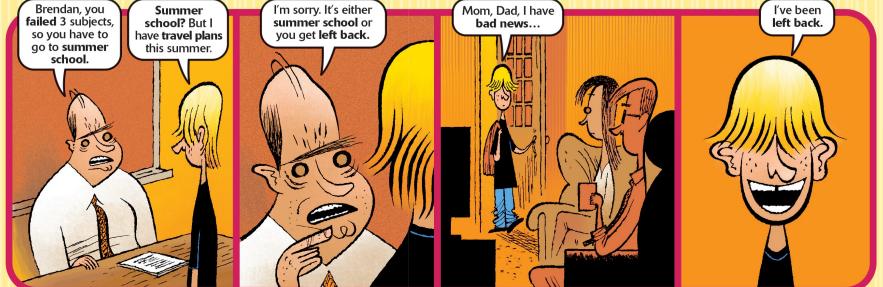


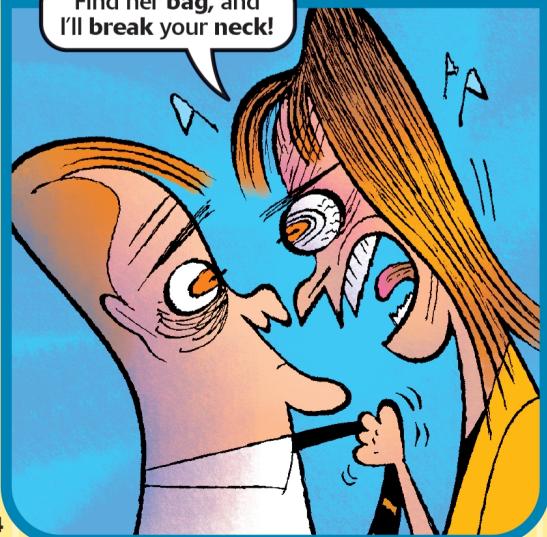


The MAD WORLD of...

TRAVEL

WRITER STAN SINBERG ARTIST MARC HEMPEL

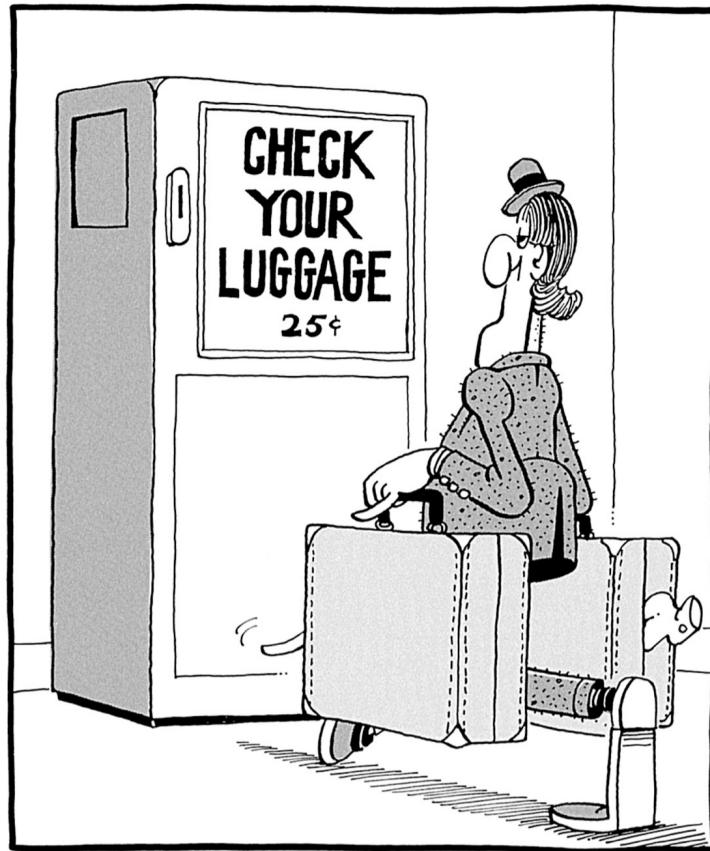




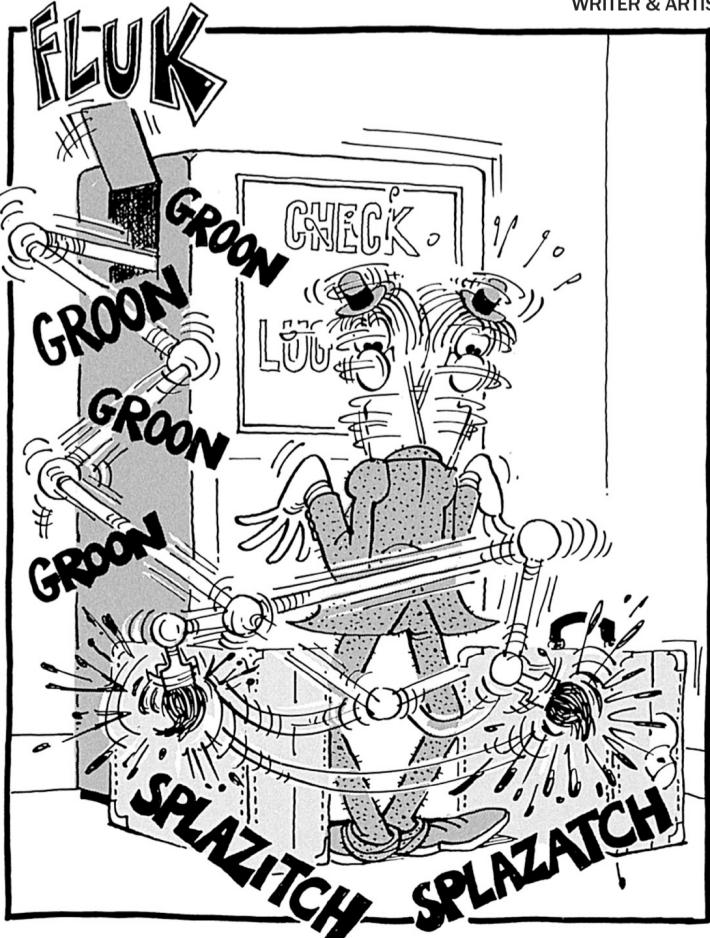


MAD'S MADDEST ARTIST DEPT.

ONE MORNING IN A BUS TERMINAL



WRITER & ARTIST DON MARTIN



FLYER BEWARE DEPT.

Airlines have taken a lot of steps to make traveling more comfortable — there's wi-fi, personal TV screens, more legroom and let's not forget that free half-can of soda! But no matter how many perks they add, there's still one terrible inconvenience that they'll never be able to do away with — the people. You should prepare for severe turbulence if you end up having to share an armrest with any of...

The Worst People to Sit Near on a Plane

ENLARGED PROSTATE GUY

You've had more physical contact with this antsy jerk than you've had with your last three girlfriends — but in the course of five hours of chit-chat, you just can't find a subtle way to bring up catheters.



WRITER & ARTIST TERESA BURNS PARKHURST

THE CUTE STARING KID

This cuteness lasts for about eight minutes before your face starts hurting from flashing the same phony smile and you start getting annoyed at this obnoxious, unblinking imp who won't allow you to enjoy even the most discrete nose-pick.



THE ERRATIC RECLINER

Every time this douchebag changes position, so do your food and beverages. Plus, whenever that freakin' tray impales your gut, you're reminded of how you failed — yet again — to de-blubber before your vacation.



THE SILENT WEEPER

Maybe she just got dumped, or buried Grammie, or found out her house-sitter thought Weensy was an outdoor kitty, but who cares??! Her efforts to stifle her unrelenting sobs are seriously killing your airport bar buzz.



THE PERSONAL INFORMATION DIVULGER

This person makes you wish you could be meaner, but you can't — especially after hearing how bad her mother-in-law's Lymphedema is.



THE PUPPY TRANSPORTER

Your relief realizing that your neighbor's ass isn't panting is short-lived when you find out what IS breathing heavily — a terrified pup under her seat that's peeing and farting its way across the continent. You'd ask for a seat change, if your pesky windpipe wasn't closing up because of your dander allergy.



THE DEEP SLEEPER

Sure, in moments of romantic desperation, you've had your fair share of strangers sleeping next to you — but this time you're sober and keenly aware of the slobbering, dead-weighted schlub encroaching on your \$538 seat. Plus, this time there's nowhere to shower off the shame.



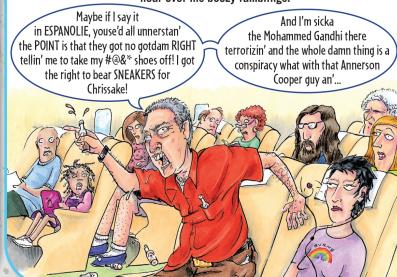
THE B.O. DUDE

Maybe this guy is allergic to deodorant, detergent and soap. Or maybe he just didn't have time to shower after the triathlon. Or perhaps he's just wearing his lucky flying jacket that hasn't been dry-cleaned since the mid-70s — doesn't matter; he stinks.



THE ANGRY DRUNK

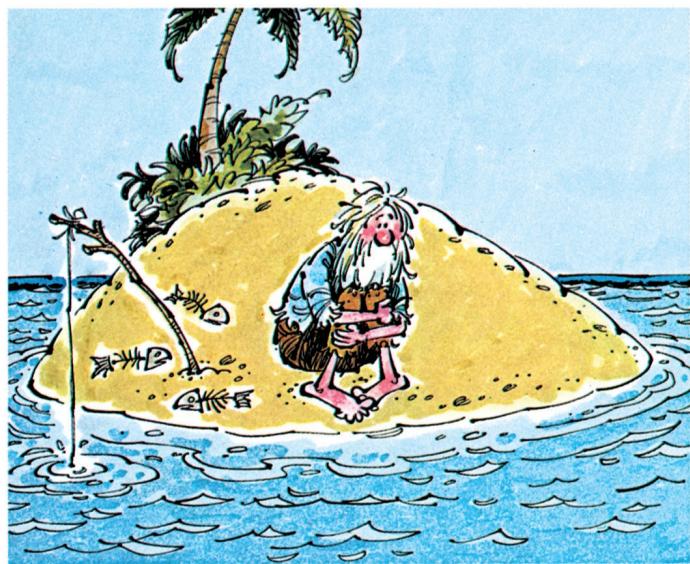
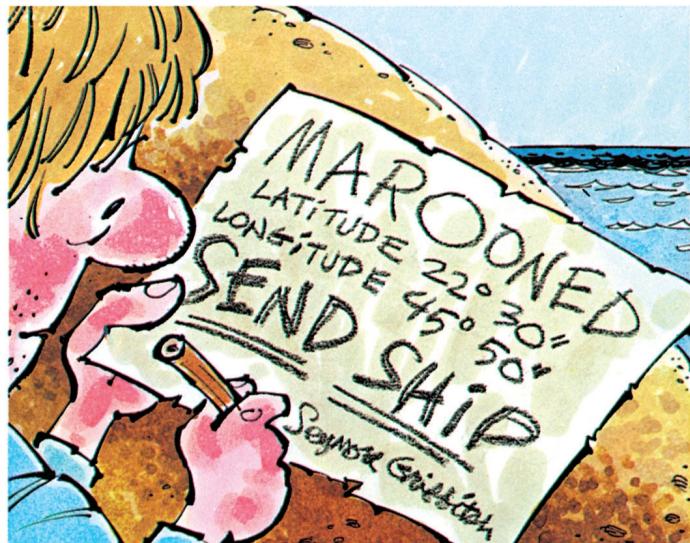
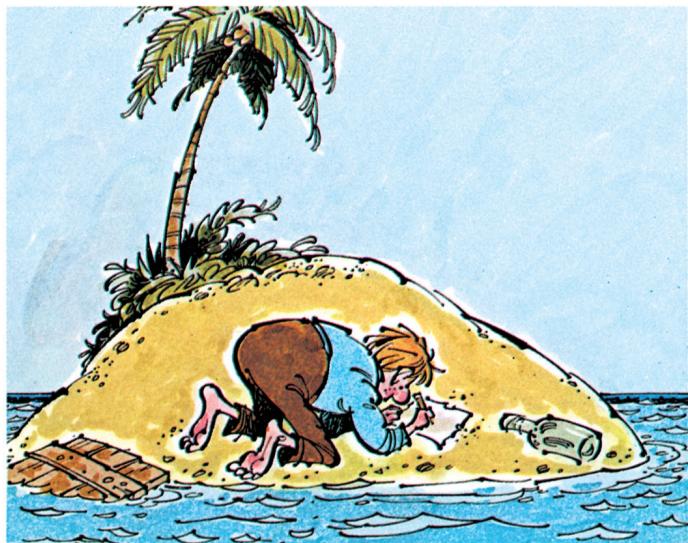
His slurred, apathetic tirade towards the airline/government/ex-wives/liberal media creates the perfect ambience for the meditation tape you can't hear over his boozy ramblings.



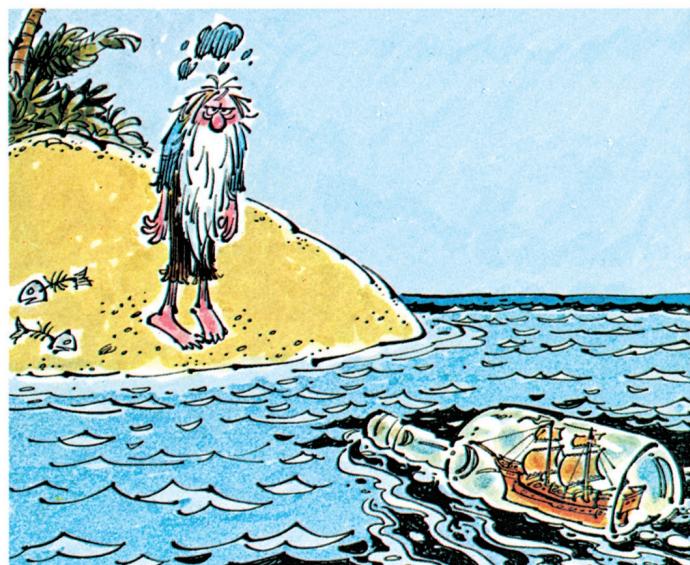
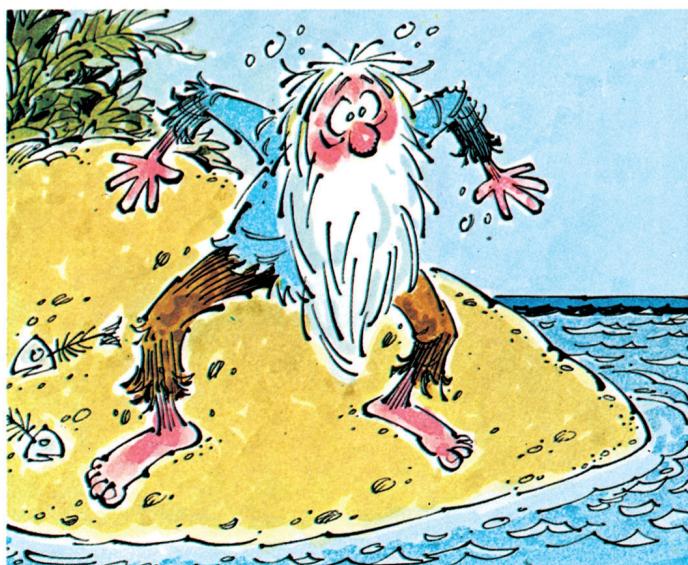


WHAT A MAROON DEPT.

THE CASTAWAY



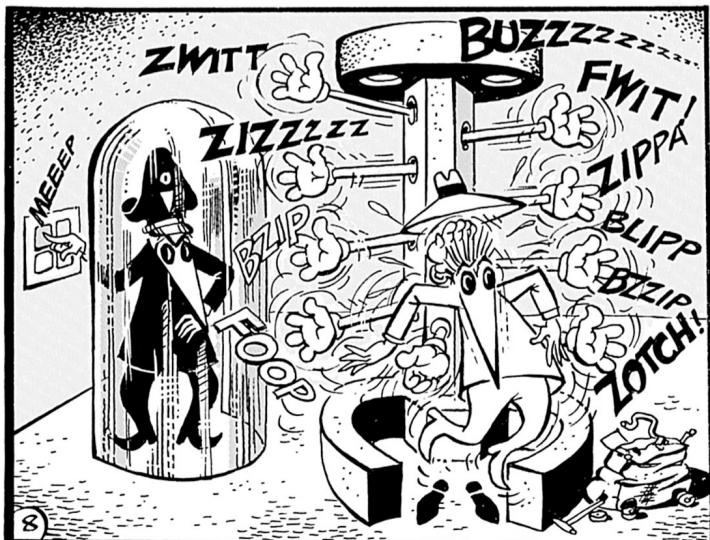
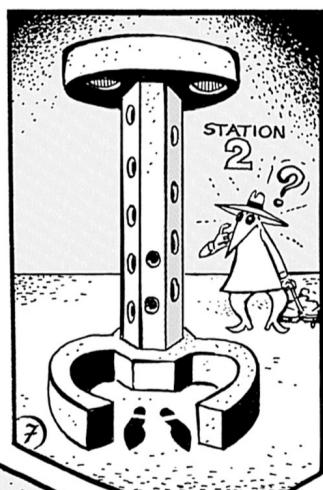
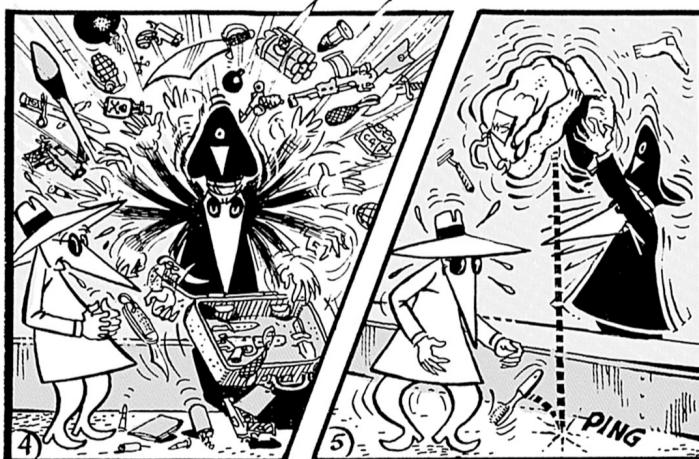
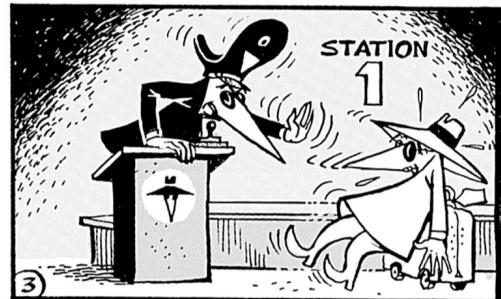
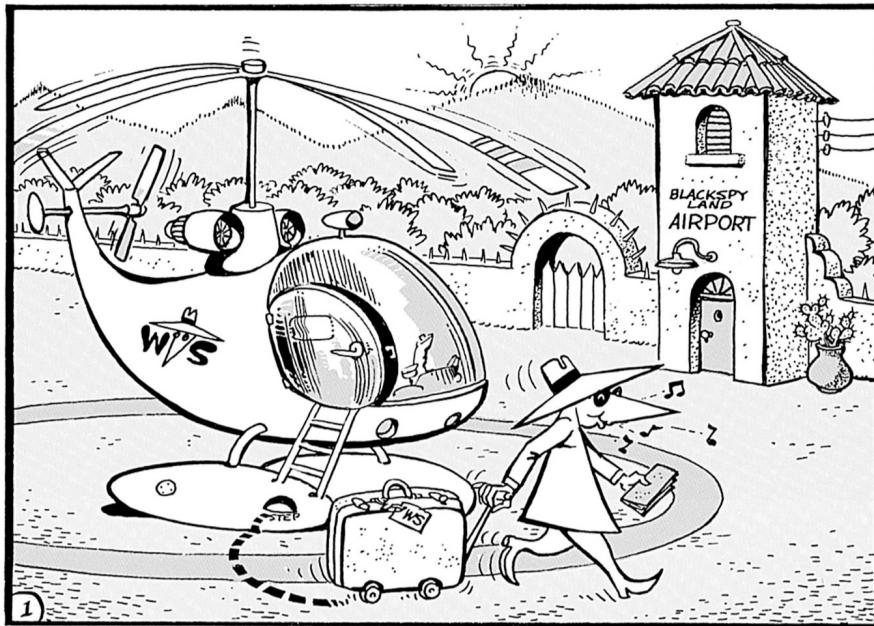
WRITER AL JAFFEE ARTIST PAUL COKER, JR.

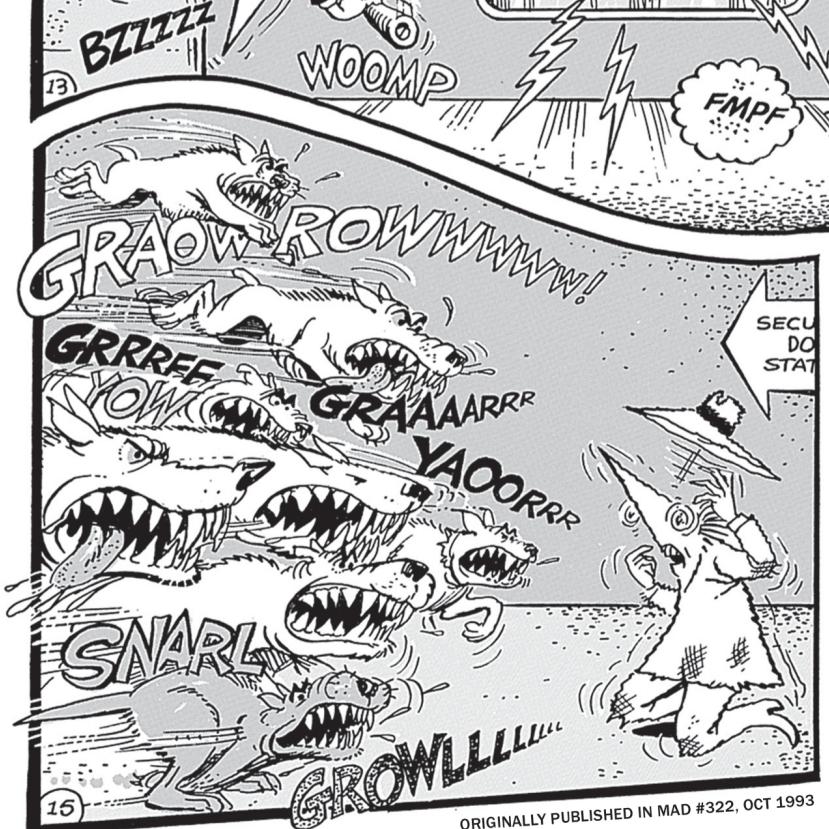
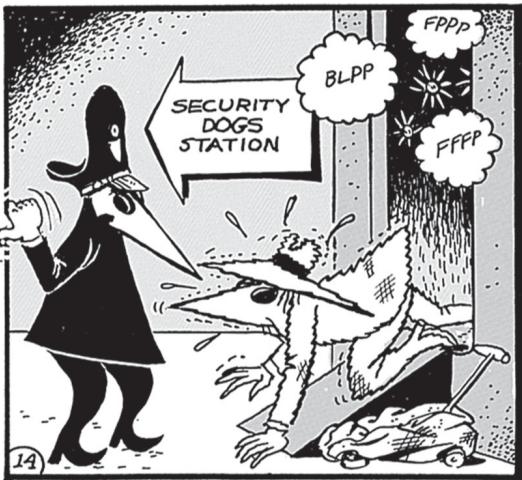
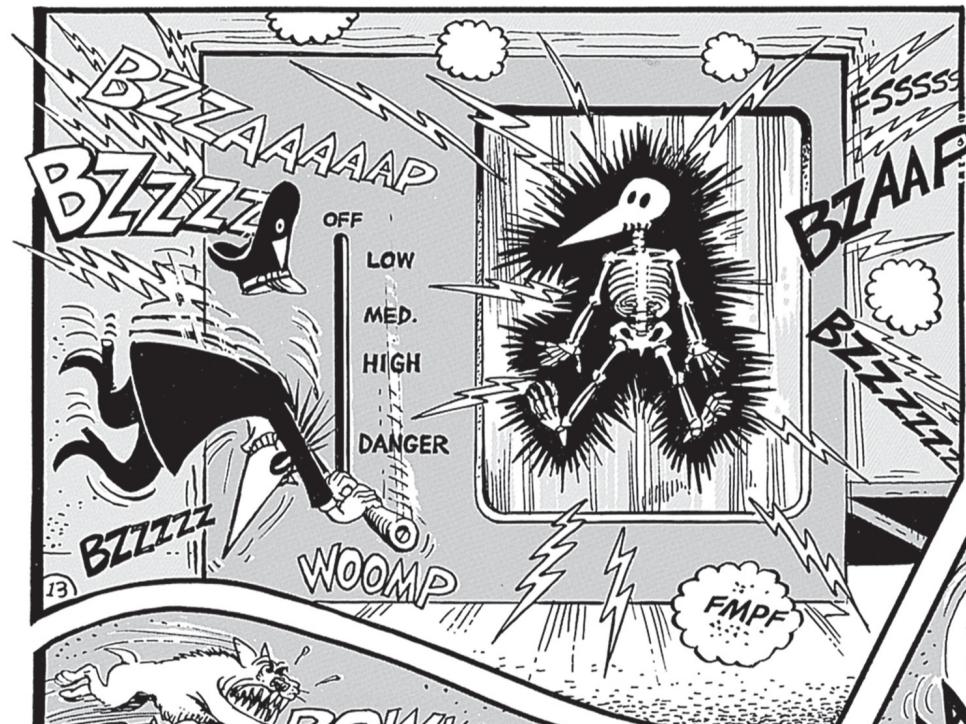
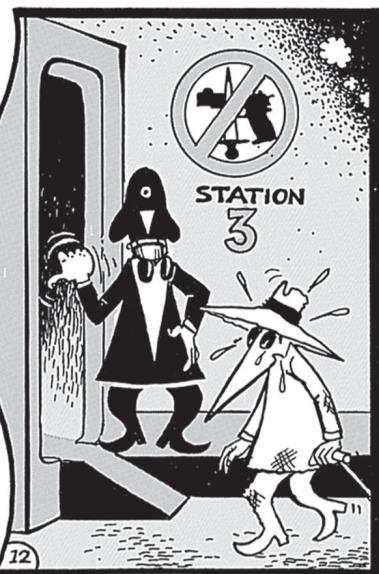
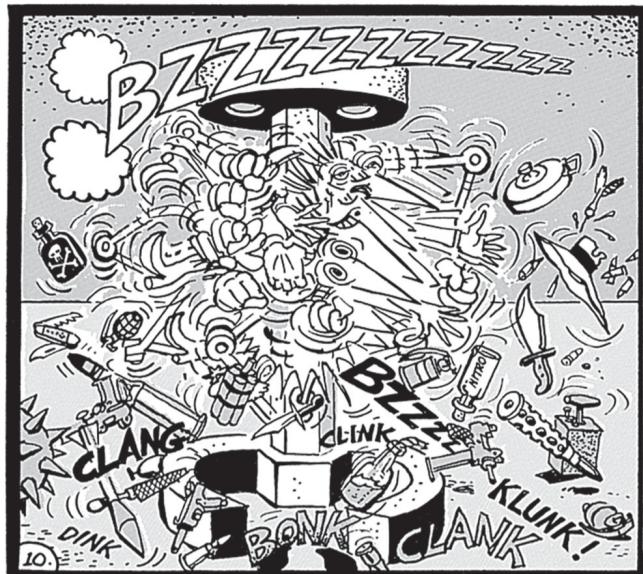


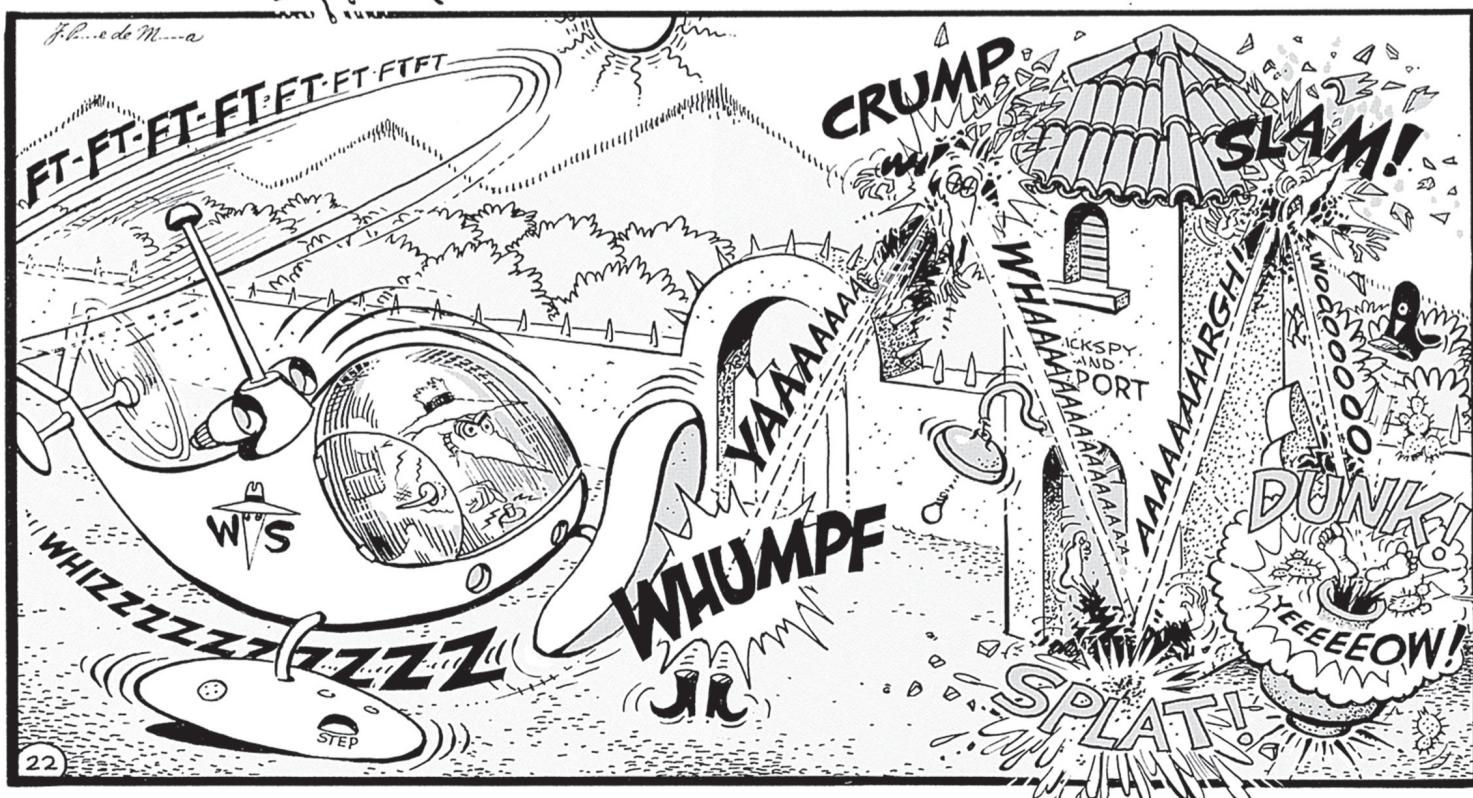
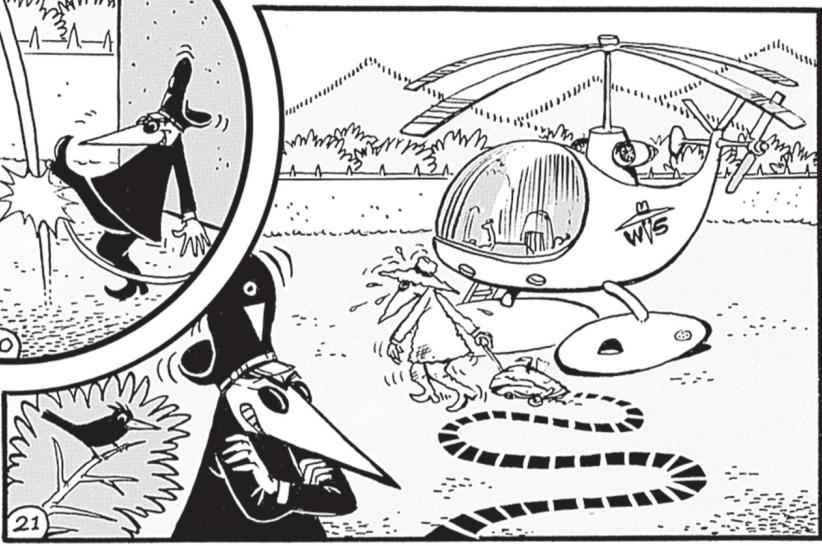
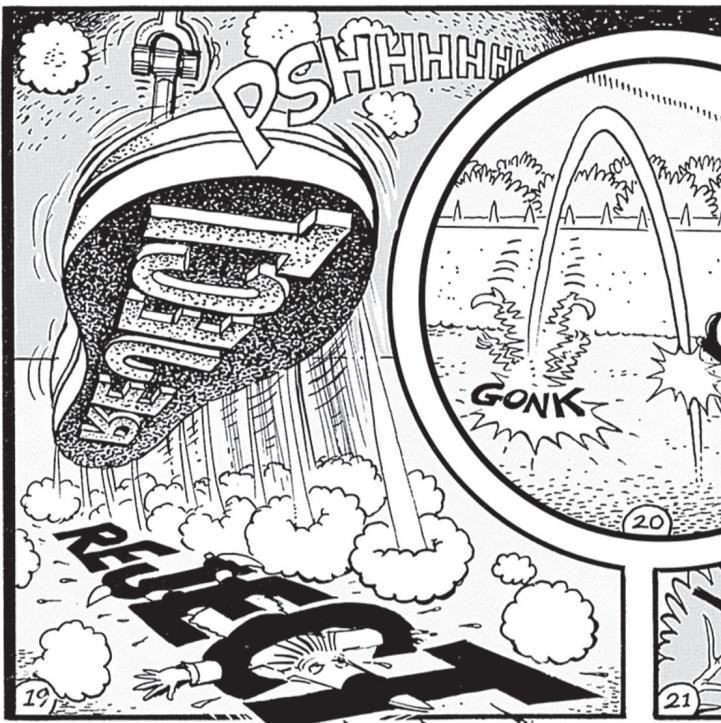
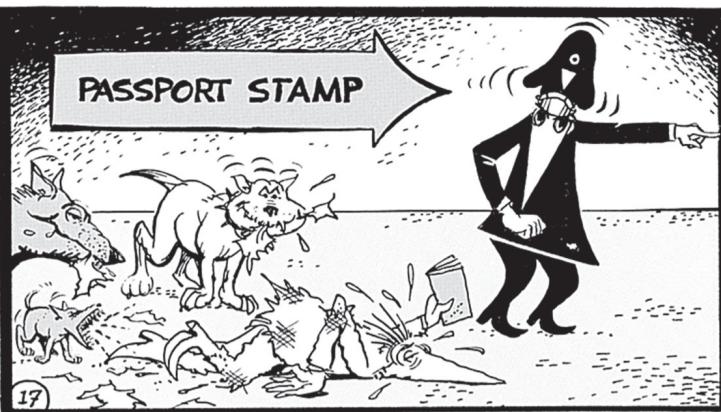


JOKE AND DAGGER DEPT.

SPY vs SPY THE TOURIST









COMPETE MORONS DEPT.

Two twelve teams travel around the world in just 30 days! It's a frantic race to win \$1 million! At first it was exciting to see the teams dashing through exotic foreign locations, bickering couples squirming as they had to eat weird alien delicacies. But now we're up to the 11th go-round of this series and it's getting pretty boring watching the same tired routines over and over. Quite frankly, this once thrilling show has become...

I'm Phil KingHent! You're watching twelve teams from all around the world compete on this desolate island in the Florida Everglades! Actually, all twelve of these teams are staying in a rundown motel just a mile from here provided by the producers. They could have all come in a mini-bus, but isn't it so much more impressive to say they've come from places far and wide? Some are arriving today by airboat, some are arriving by helicopter.

And one returning team, the two successful male models who won the \$1 million dollars in our last *Amazing Rut*, is arriving by parachute!

My God, the packs the producers have us don't have parachutes in them! No wonder they said we'd get our \$1 million prize after we appeared in this new series! It was their crappy way of not paying us our winnings!

Stop being so grumpy! Look on the bright side; it's great that our faces are back on national TV again. This should make quite a big impact on our modeling careers!

We're Tiffany and Tiffany! We're so identical I wonder if we have the same first name! We're cheerleaders – which is odd, because the town we come from is so small it doesn't have any sports teams! But the producers said we could be on the show anyway, as long as we wore these short skirts and tight sweaters! Rahl! Rahl! Uh, what's the third word?

Oh yeah, Rahl!

We've been best friends since childhood! I'm the youngest and he's the dumbest!

I'm the dumbest! You were the one who asked if our canoe came with a steering wheel, moron!

Screw you, a-hole!

We're supposed to be couple number five! They told us there would be some real surprises in this version of the show, but who figured we'd be eliminated even before they announced our names! Glub, glub, glub...

Biff and I have been like dating for a couple of weeks now and, like, we thought joining *The Amazing Rut* would be a good way to find out if we, like, belong together!

Sure, we could go out on movie dates, and I could see how she behaves at a restaurant or ball game, but being in *Rut* lets us find out the deeper things! Like how she reacts to falling into a heap of elephant dung or if she minds a snake crawling up her skirt while a spider crawls down her neck!

Hey, how did this guy get an advance copy of this season's script?



To try to give this season's series a different look, they've added us! We're the oldest couple ever to appear on *The Amazing Rut*!

The producers told me that having us on the show was a way to show America that being a senior doesn't have to mean you're really over the hill!

Bullshit, you old fool! They wanted us on the show because watching old people fall down on camera is really good for a laugh!

Where's a giraffe?

Oh, yeah – I'm sure they also considered the fact that one of us is hard of hearing as comedy gold!

We're the politically correct interracial couple! I'm big and overweight, and my Asian boyfriend here is thin and anemic! You probably think we make a strange combination – and you're right!

When we tried to get on the show with our real partners, we were turned down! Then we got this wild idea to walk back into the producer's office pretending to be this weird couple and bingo, we're on the show!

My daughter was a problem teenager! She ran away from home many times and hung out with a bunch of low-lifes! But I convinced her to enter the challenge race with me as a way to reconnect!

I still don't think this is a good idea, daddy. I'm eight months pregnant! I can hardly move!

Well, if you're gonna start out with that no-can-do attitude, Let's just drop out now!

I thought by being on *The Amazing Rut* I'd get to see things, but the inside of an alligator's stomach is not what I had in mind!

I told you we would get on the show! We're a natural! I have only one leg, and you only have one arm!

Well we better win the million dollars! It's probably gonna cost almost that much to get our limbs sewn back on! I hope we didn't have to pay for nothing!

THE AMAZING RUT!

WRITER: DICK DEBARTOLO
ARTIST: HERMANN MEJIA

Sorry we're late, Pill! We almost didn't make it at all! We're construction workers and yesterday my buddy fell into a wet cement foundation and I had to dive in and help him get out!

That kind of **stamina** is what you'll need for this race! ...You know, something's **wrong** here. We're supposed to have a gay couple!

We are a gay couple!
You two guys are gay? Then you're out of the race!

You can't throw us out of the race just because we're gay!

I'm **not** throwing you out of the race because you're gay! I'm throwing you out of the race because you're not **flamboyant** gays! What good is having gays on the program unless they're stereotypes that reinforce everyone's prejudices?

This is the part of the show that knocks me out! Those teams have ten weeks to cover 50,000 miles in 30 countries! Yet in order to be the first to get into their cars, they push and shove and get injured during the first 200 feet of the race!

Oh my God, I think I **broke** my leg! There's a **hole** in the grass that my foot went into!

Well, Pill did warn us there'd be all sorts of surprises!

You think you've got it bad – Bob over there stepped into a bear trap! He'll probably lose his leg!

Bummer! He's the guy with the **one leg** to begin with!



I did promise those teams lots of surprises and they're seeing one of the biggest surprises right now! CBS was complaining about the expense of having a camera crew follow every single team – and when the teams split up, we need 24 camera crews! So I came up with the brilliant idea of wiring some of the ignition systems with explosives! It's a perfect solution! Not only do we get rid of some of the teams right at the start, but I don't have to see their stupid heartbroken expressions when I say: "I'm sorry, but you're out of the race!"

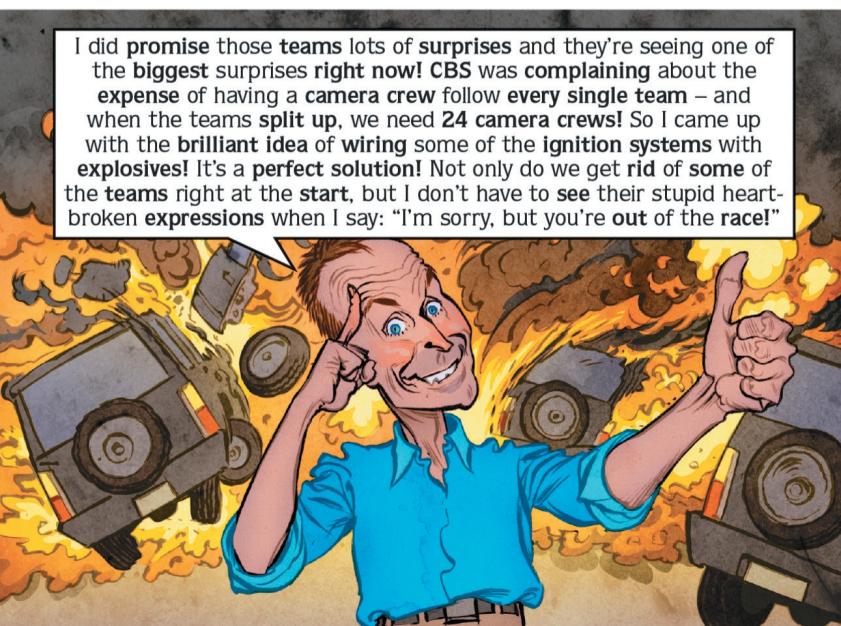
Pill, you, you killed six team members!

"Killed" is a harsh word. I prefer "eliminated!" Yes, three teams have been eliminated from the race!

That's cold-blooded murder!

Let me put it another way: 25% of your competition has been removed!

Wow! Did I say murder? It's nothing like murder! It's just good television!





The teams are off on the first leg of their long, difficult journey! They must now fly from Florida to Cairo, Egypt!



Oh, no! They must be doing yet another season of that *Amazing Rut* show! Here come more of those obnoxious couples running from window to window trying to buy tickets at the last minute!

Screw security! I'll turn off the metal detector and just let them pass through! Let the other countries deal with them. Can the image of ugly Americans get any worse?

SPECIAL SECURITY ENTRANCE FOR CONTESTANTS FROM THE AMAZING RUT



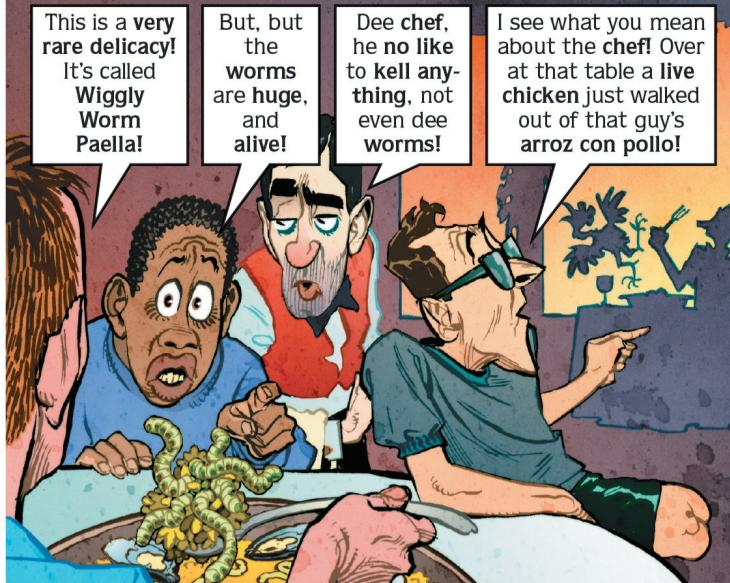
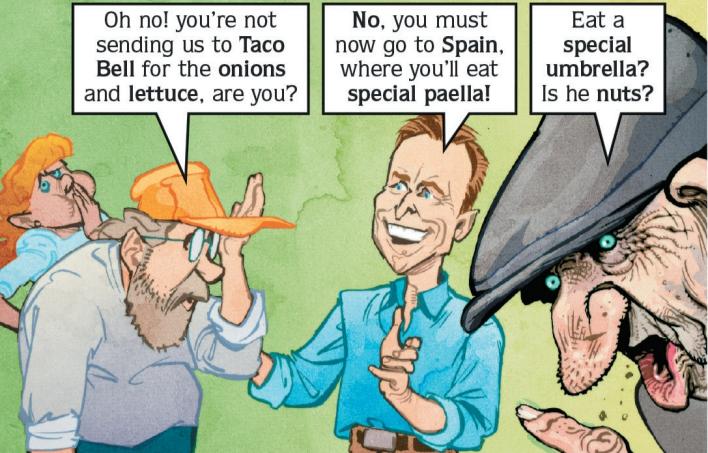
Here in Cairo the teams must find their first clue, which we've hidden among the treasures of Tutankhamen! We're down to six teams after bribing customs to arrest three teams and keep them in jail till the race is over!



The teams have made their way to South America! Now they must cross the Amazon River, but they have a choice! They can choose to swim it, or if they want to spend the time, they can build a boat to cross it!

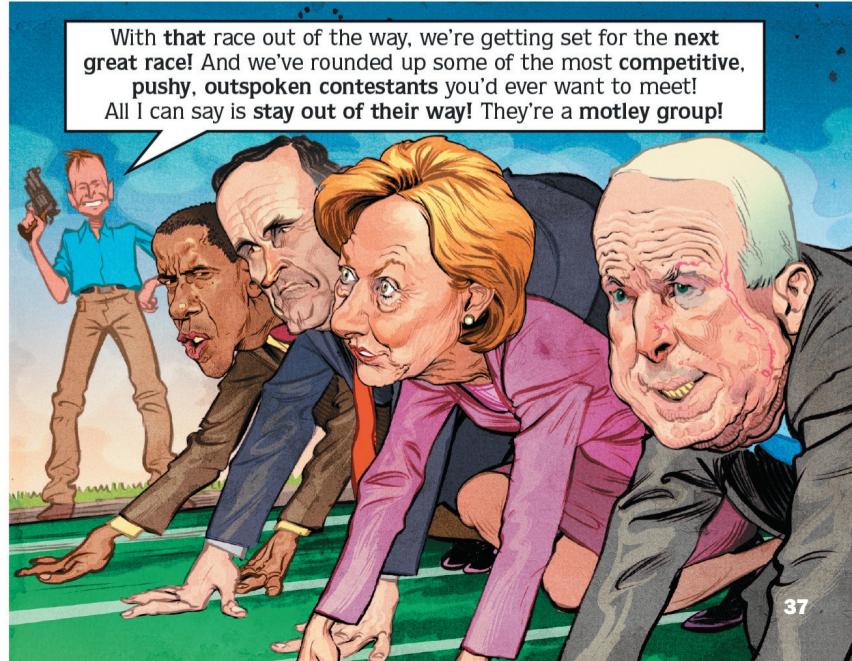
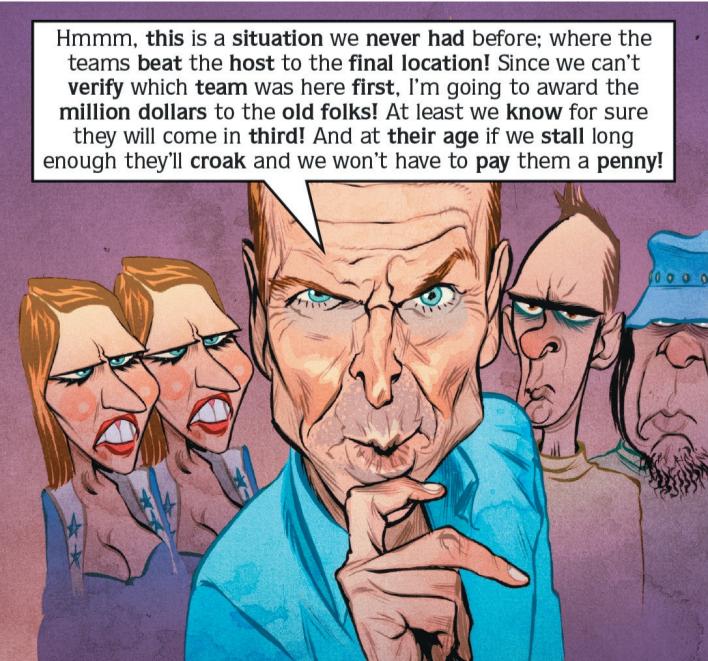
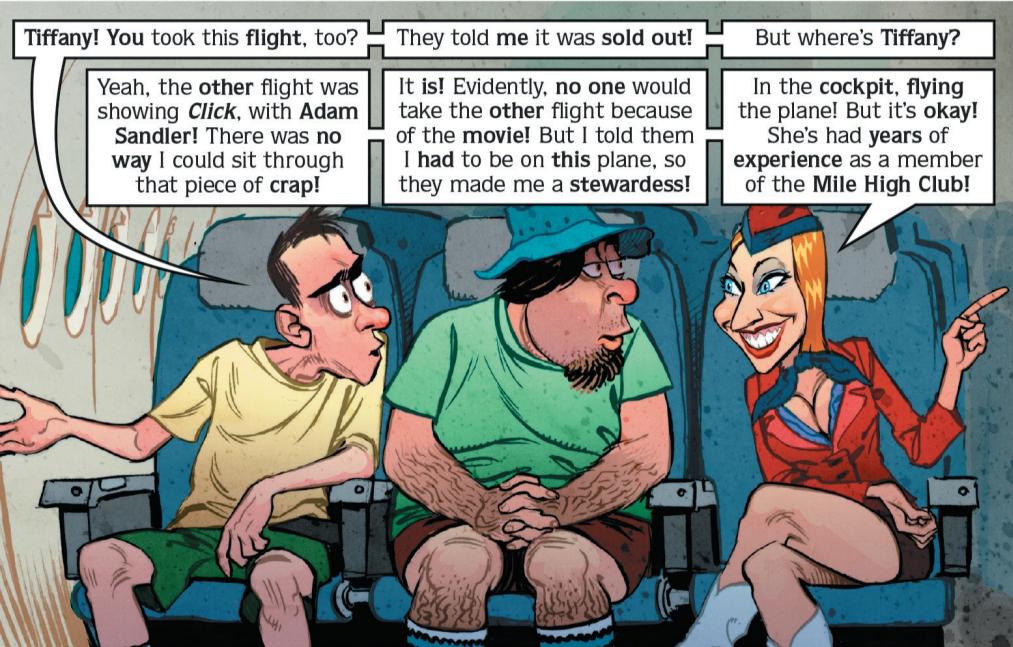
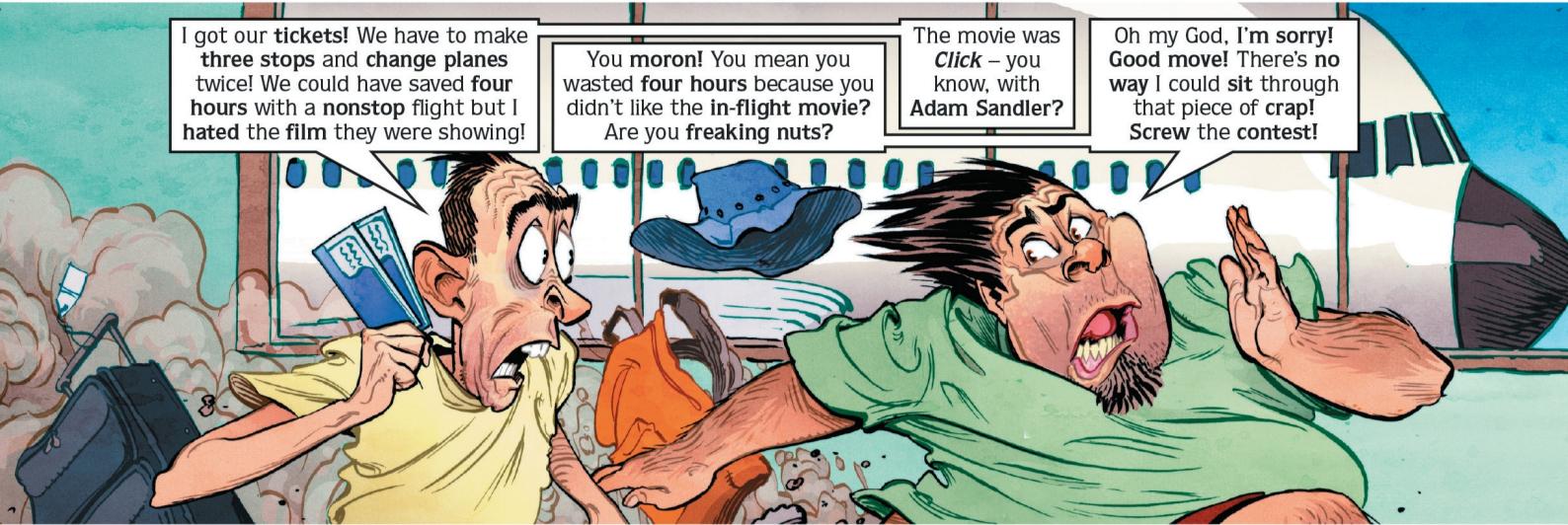


We're working through the teams rather quickly! Six teams entered the Amazon and thanks to our friends, the piranhas, four teams came out! Now, in sticking with our "never fail formula," it's time for the remaining four teams to eat something disgusting in order to get their next clue!





We're down to three couples now. Our limb-challenged couple didn't even make it into the restaurant challenge, because that place has a four limb minimum! The remaining three teams now have to fly back to New York, where they must find a green statue with a torch in one hand! That's the only clue they'll have!



The airline industry is in serious financial trouble. Because of inflation, operating costs, such as fuel, food personnel, and fancy services, have skyrocketed. However, because of the recession, it is no longer possible to pass these increases on to the passengers. And so, in order to make air travel cheaper and thus attractive to more people, something called "no-frills flying" has been introduced. This plan offers lower fares for a more austere type of air travel in which some of the fancy services such as "meals" have been eliminated. If the economic crunch continues and the idea catches on, we may soon be seeing these...



FUTURE "NO-FRILLS AIR TRAVEL" GIMMICKS

WRITER DICK DEBARTOLO & AL JAFFE

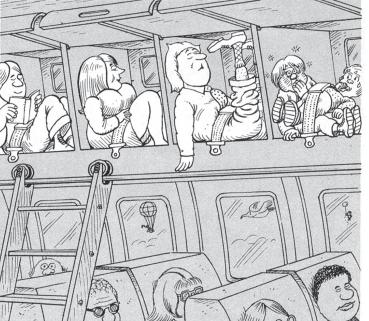
ARTIST AL JAFFE

"FRILL-FREE" STANDING ROOM PASSENGERS



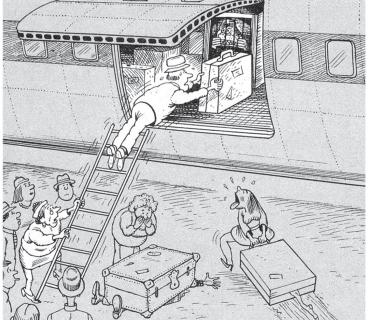
Cost-conscious travelers will be offered "No-Frills Standee Accommodations" which consists of flying erect from point to point securely tucked into their Standing Room Safety Belts.

"FRILL-FREE" OVERHEAD RACK PASSENGERS



Overhead Rack space will be made available to passengers who do not care to stand coast-to-coast, and will happily settle for the cramped "No-Frills Individual Cubicle Accommodations."

"FRILL-FREE" BAGGAGE HANDLING



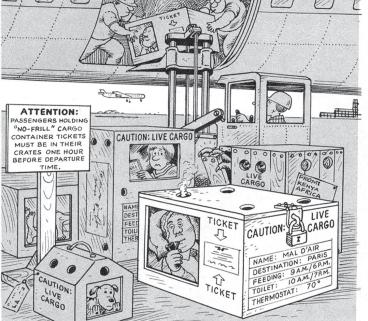
All "Frill-Free" passengers will be required to store their own luggage aboard the aircraft before flight, and will also be required to retrieve it upon arrival at destination.

"FRILL-FREE" TOILET ACCOMMODATIONS



Fancy Johns with free goodies like soap and French perfume will be out for "Frill-Free" passengers. One "Pay Toilet" with "Coin-Operated Necessity-Dispenser" will be available.

"FRILL-FREE" CARGO CONTAINER PASSENGERS



Most economical of all money-saving plans will make use of Cargo Container Holds, where the budget-minded air traveler will be offered "No-Frills Individual Crate Accommodations."

"FRILL-FREE" ROUGH RIDE TREATMENT



Common Air Sickness Trough for "No-Frills" passengers will eliminate need for expensive Individual Air Sickness Bags, and will also eliminate cost of removing used (euch) bags.

"FRILL-FREE" EATING ACCOMMODATIONS



Since costly gourmet meals will be eliminated, a "Frill-Free Snack Bar" will be installed for use by "Frill Free" passengers. Unfortunately, Snack Bar will only seat two at a time.

"FRILL-FREE" EMERGENCY EQUIPMENT

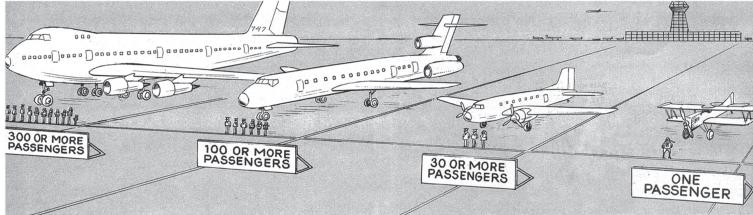


Airlines now provide costly Life Vests and Emergency Oxygen equipment. "Frill-Free" passengers will be satisfied with simple-to-understand Swimming Instructions and an Air Tube. 39



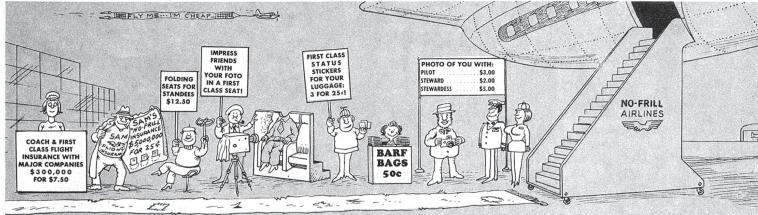
IN ADDITION TO "FUTURE 'NO-FRILLS' AIR TRAVEL GIMMICKS", HERE ARE SOME OTHER MAD IDEAS ON... HOW AIRLINES CAN INCREASE REVENUES AND PROFITS

INTERCHANGEABLE PASSENGER ACCOMMODATION EQUIPMENT



Obviously, airlines lose plenty when 6 people fly jets that normally seat 365 and require crews of 18. With this new system, airlines will only use the equipment necessary to accommodate the exact number of passengers that show up.

RENTAL OR LEASING OF VALUABLE BOARDING APRON SPACE



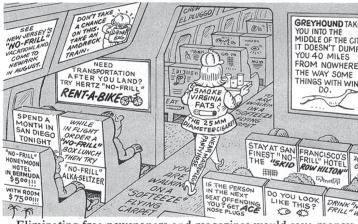
To raise additional revenue valuable runway boarding space can be rented to concessionaires who will sell everything from local souvenirs to fake photos of "No-Frill" passengers sitting in what looks like the First Class Section on board.

FRANCHISED PASSENGER SERVICES



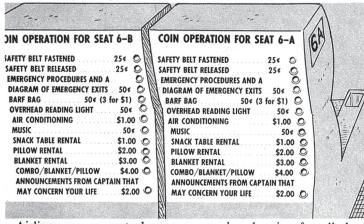
Airlines can save millions by eliminating all free meals, and then earn additional revenues by selling franchises to concessionaires who would supply passengers with food.

SALES OF INTERIOR AD SPACES



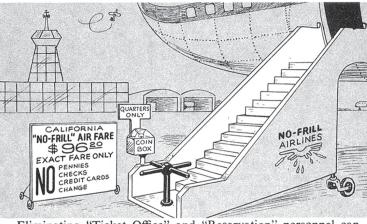
Eliminating free newspapers and magazines would save money, and then the airlines can earn additional income by selling spaces for ads...which bored passengers will eagerly read.

COIN-OPERATED SEAT DISPENSERS



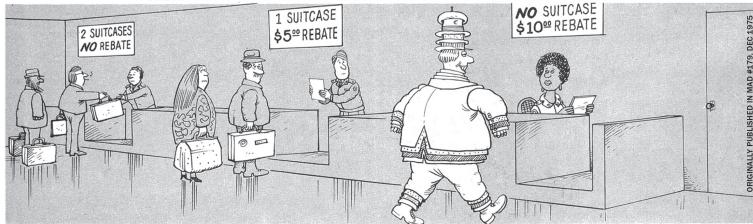
Airlines can generate huge revenues by charging for all the services that are now supplied free. A coin operated seat-dispenser will give passenger his choice—for a slight fee.

SELF-SERVICE TICKETING RAMPS



Eliminating "Ticket Office" and "Reservation" personnel can help save money. One way airlines can accomplish this is to introduce "Pay-As-You-Enter" ramp-systems for all flights.

REBATE PLANS TO ELIMINATE EXCESS BAGGAGE WEIGHT



Since modern jet planes consume costly fuel in direct proportion to the amount of weight on board, the elimination of excess baggage would mean substantial savings. A system of "No Bag" or "One Bag" rebates could prove very effective.

"FLY-BY-WEIGHT" FARES TO COVER RISING FUEL COSTS



Another effective method of passing on rising jet fuel costs is to institute a "Fly-By-Weight" system in which all of the fat, overweight slobs would be forced to pay their fair share of flying expenses in relation to all the skinny light slobs.

MAD REMEMBERS AL JAFFEE

On April 10, 2022, MAD legend Al Jaffee passed away at 102. Mr. Jaffee was the magazine's longest-running contributor, from his debut in MAD #24 in September 1955 all the way to his retirement in 2019 more than six decades later. Creator of the classic MAD Fold-Ins, Snappy Answers to Stupid Questions, and myriad MAD inventions, Al's impish outlook on life in combination with his immense creativity truly was what made MAD Magazine the benchmark humor publication of pop culture parody and satire. And along the way he inspired generations of young readers to enjoy the absurdities of life with tongues firmly planted in cheek. Please enjoy this sampling of a few of Al's classic pieces and these remembrances from a few of his closest Usual Gang of Idiots. He will truly be missed.



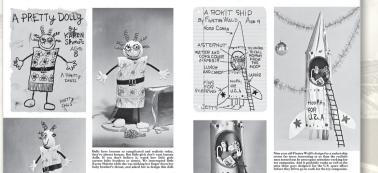
PHOTO DAVID FOLKMAN



Perfect example of Al's Tall Tales series, syndicated in the N.Y. Herald Tribune, reprinted in MAD #51, September 1960



IF KIDS DESIGNED THEIR OWN XMAS TOYS



Al hand crafted the models for this charming piece from MAD #78, January 1963

THE TELEVISION STUDIO



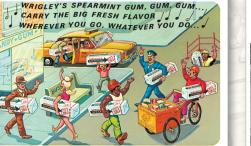
Back cover of MAD #102, April 1966

MAD'S SNAPPY ANSWERS



First appearance of Snappy Answers to Stupid

A MAD LOOK AT ATV COMMERCIAL



Back cover of MAD #170, October 1974

WE'RE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN



Fold-in from MAD #300, January 1991

TO STUPID QUESTIONS



Questions, from MAD #98, October 1965

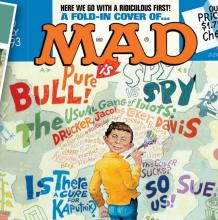
MAD FOLD-IN



The first MAD Fold-in, from MAD #86, April 1964



Excerpt from Al Jaffee GIGO Gross, from MAD #350, September 1994



Fold-in from MAD #191, June 1977

WHAT WE DO WITH A FOLD-IN FOR THE HISTORY BOOKS



Last MAD Fold-in, from MAD #14, August 2020



Page from The National Persinger with many MAD Fold-ins, from MAD #102, April 1966

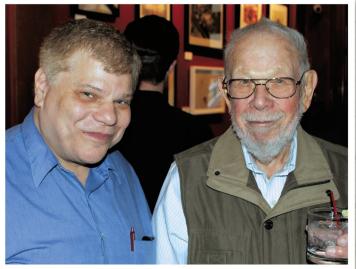


43

MAD REMEMBERS AL JAFFEE

At the 1984 MAD Christmas Party, the first I attended, I excitedly scanned the crowd of guests. When I saw a curly-haired geek with a Foster's glass and a mischievous smile, my jaw dropped - "That's Al Jaffee!" my inner fasher screamed to myself. It was five or six contributors rolled into one - he could write all manner of MAD articles and draw them and other writer's in four or five different styles. Plus, Al had a knack for creating premises that fit MAD like a six-fingered glove. That I had the chance to work with him, eat with him, travel with him, laugh with him and be considered a colleague by him is like winning bragging rights for life. They say "Only the good die young," but Al shattered that rule! He was MAD's MVP till the end. I'd just like to hear his response when Saint Peter asks, "Are you here to enter Heaven?"

-Charlie Kadau, MAD Senior Editor Emeritus, 1985-2017



Enjoying a cocktail with MAD Senior Editor Charlie Kadau.



Al Jaffee was a comfortable constant in my life. This write-up could probably end there...but it won't.

Inside the pages of MAD, which I discovered in Mrs. Pitt's fifth grade classroom, was a gateway to a weird new world: a world where grown-ups weren't perfect, and it was okay to laugh at the absurdity of society's sacred cows.

In between the movie parodies and various regular features, there was Al Jaffee. Silly and oddly comforting, his art and writing welcomed the reader in on the joke with a twining wink and a nod.

Decades later, I learned first-hand that the interpretations from my early years were an accurate reflection of the man. Like his art and writing, Al was full of love and fascination, with a sly demeanor that was disarming yet formidable. These qualities were glued together by a twisted and otherworldly sense of humor and self-awareness.

I didn't hide behind his drawings; Al WAS his drawings.

-Ed Steckley

Artist and one of the Usual Gang of Idiots

Al Jaffee caricature by Ed Steckley



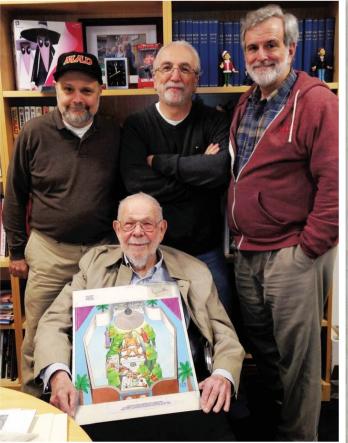
PHOTO: WILHELM

When talking about Al Jaffee with my fellow idiots at MAD, I would affectionately refer to him as "a man with a unique talent." Al was the only person in American history who when filing his taxes listed "Fold-In artist" as his occupation. From its debut in 1964 and for the next 55 years, the Fold-In was MAD's distinctive grand finale, never failing to provide pure ridiculousness, blind socialism...or both. It was more popular than any other feature in the magazine. The MAD genius from other eras remains. Even MAD's counterparts in Europe couldn't imitate it. In 2014, at age 87, Al was still carrying his completed Fold-In rendered the old-fashioned way over a drawing board, to the MAD office in his portfolio - to applause from the staff I might add. But Al was hardly a one-trick pony. He gave us Hawks and Doves and Snappy Answers to Stupid Questions and so much more. If ever there was a MAD genius, it was Al Jaffee.

-Joe Raita, MAD Senior Editor Emeritus, 1985-2017 (BIG DEAL)

Al Jaffee was unquestionably a prodigious talent, and at the same time the nicest, most courteous gentleman imaginable. In my 19 years as MAD art director, I never worked with anyone so open to collaboration or more willing to give credit to others, whether deserved or not. I feel blessed that our professional relationship evolved into a true friendship.

-Sam Viviano, MAD Art Director, 1999-2017



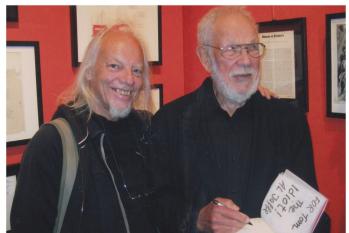
Spending a fun-filled afternoon when Al hand-delivered his latest Fold-In to the NYC MAD offices. Here's a 2017 visit with then MAD Senior Editor Joe Raita, Editor-in-Chief John Kricfalusi, and Art Director Sam Viviano.

A Jaffee memory: The Usual Gang of Idiots were sitting around a huge campfire some-here in Africa. The fire was to keep wild animals away. We were on one of publisher William M. Gaines' incredible bonus MAD trips for those who had more than 25 pages published in MAD in a year. Two people from another tour group joined us and one asked: "What is the staff of MAD Magazine doing in the middle of Africa???" Without missing a beat Jaffee replied: "We're on a tour of Puerto Rico booked by a really stupid travel agent!" Great laughter all around...my god, Al will be missed.

-Dick DeBartolo, Writer, Former Creative Consultant



Al with MAD's longest contributing writer the one and only Dick DeBartolo



MAD UGO artist Tom Blum gives Al's "autograph"

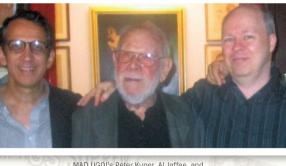
Is this a tribute to MAD's brilliant, very smart, genius Al Jaffee who recently died at the age of 102?

- 1) No, this is the Oscars, and the winner is "Everything, Everywhere All at Once."
- 2) No, this is the Jewish Santa Claus look-alike memorial and there is only one entrant: Al Jaffee.
- 3) No, Sigmund Freud's ghost has decided to return without his cigar and haunt the pages of MAD.
- 4) No,

(Your answer here)

Is a Stupid Question, get a Snappy Answer, Al, thank you for being a guiding light to millions of us #Stupid weaklings, and for illustrating the way to correctly misspend our youth. I will miss you MAD!

-Peter Kuper, Cartoonist/Idiot

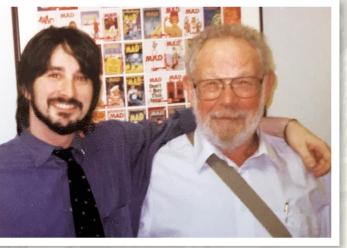


MAD UGO! Peter Kuper, Al Jaffee, and Desmond Devlin, et/NYC Society of Illustrators event

Who among you has enjoyed a good run at your job? The kind of hot streak that really put you solid at the office, and gave you career security? Good you...but Al Jaffee has you beat.

- In MAD #86 (April 1964), Al debuted his first fold-fledged "inventions" article, "Some MAD Devices for Safer Smoking."
- In issue #98 (October 1965), Al debuted his first "Snappy Answers to Stupid Questions."
- Those are three very different comedic structures. Thought up by one man in a year and a half. Each of those ideas pulls you in and makes you more than a reader. They make you a participant.
- Al's concepts were so strong and so fertile that he was able to revisit those three formats again and again for the next 55 years. I'd say that's a pretty decent year and a half for Al Jaffee.
- His work is part of my bloodstream. I'm indebted to his mind and humor and privileged to have known him.

-Desmond Devlin, MAD writer from age 19 to subsequent decrepitude



Charles Kochman and Al in 1959 at their MAD offices, talking a break from working on MAD's Fold-In Booklet A (Illustration Collection of Fold-In)

It's safe to say that everyone reading this has never lived in a world Al Jaffee wasn't a part of it. It says a lot about him that even at 102 he left us too soon. Growing up reading MAD, I never imagined I would meet Al much less that I would edit several of his books or that we would become friends. For the better part of 30 years, we would get together for dinner at least once a month. In 2016, I had the honor of inducting Al into the Harvey Kurtzman Hall of Fame. Taking a cue from Snappy Answers I began, "Am I here to introduce Al Jaffee? No, I am here to deliver an elegy." The crowd groaned. "Let's face it," I continued, "Al is old. When he was born, they were using A.D. on his birth certificate." Al laughed, and thankfully everyone followed. Even though he is no longer with us, and I miss him terribly, I'd like to think he wouldn't mind my repeating that joke here.

-Charles Kochman, Editor-in-Chief, Abrams Comics/ MAD
(Formerly Editor of Licensed Products at DC Comics/MAD)



OF ONE'S OWN ACCORDION DEPT.

Weird Al Loves Wacky Al Jaffee

WRITER "WEIRD AL" YANKOVIC
ARTIST ED STECKLEY



As of this writing, the great

Al Jaffee is still very much alive and well. (347 years old—amazing!) I'm a lifelong fan of Al's and have always been enormously entertained by his work in MAD, including the iconic "Snappy Answers to Stupid Questions" and of course the legendary Fold-Ins. I'm still picking up pieces of my brain off the floor after finding out that I was the subject of one of those Fold-Ins back in 2014.

**But he's also responsible
For my single most-favorite
one-panel cartoon ever.**

When I was growing up in Lynwood, California, Kenny Rokos lived directly across the street from me. I liked Kenny well enough, but what

I really liked about going over to his house was the fact that his dad happened to have a big stack of MAD magazines in the closet. I was already a voracious MAD reader by this time, and this was a convenient way for me to get my fix.

I remember one day I was thumbing through a 1966 back issue and stumbled upon this three-page article by Mr. Jaffee. Honestly, I don't even remember what the article was about, but I'll never forget one of the images that it included: a very realistic-looking Dennis the Menace cartoon in which Dennis is running into the kitchen to proudly show his horrified mother a human skull. The caption: "LOOK WHAT I FOUND IN MR. WILSON'S HEAD!"

This completely short-circuited my brain. Without exaggeration, I may have laughed for 20 minutes straight. It was the funniest thing I had seen in my life up to that point—and frankly, I can't think of any other time in my life when I've laughed harder.

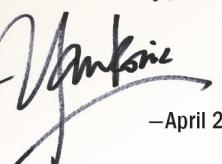
I mean, it's such a *dark* joke. It creates such an absurd and disturbing visual image: Was Dennis playfully clawing all the flesh off of Mr. Wilson's

head until he found this lovely treasure? And now how is Mom supposed to react to this act of depravity? This one cartoon may be the sole reason why so many of the songs in my catalog are twisted and violent. And the attention to detail is magnificent—it's virtually identical to Hank Ketcham's comic art. I probably learned that important lesson about the craft of parody from this cartoon as well.

A few years ago I heard that beloved longtime *Simpsons* writer George Meyer deemed this cartoon *his* all-time favorite as well. For an obscure little drawing hidden away in a three-page article in a magazine that's over half a century old, I think that's really saying something.

Anyway, thank you, Al Jaffee, for the many, many, many laughs over the years. And here's to 347 more!

"WEIRD AL"


—April 2022

Weird Al Yankovic originally wrote this wonderful story about his Favorite MAD artist, Al Jaffee, For MAD#28, the 70th Anniversary issue Dec 2022. We are thankful that he did and glad that Al got to see beautiful tribute in print too!

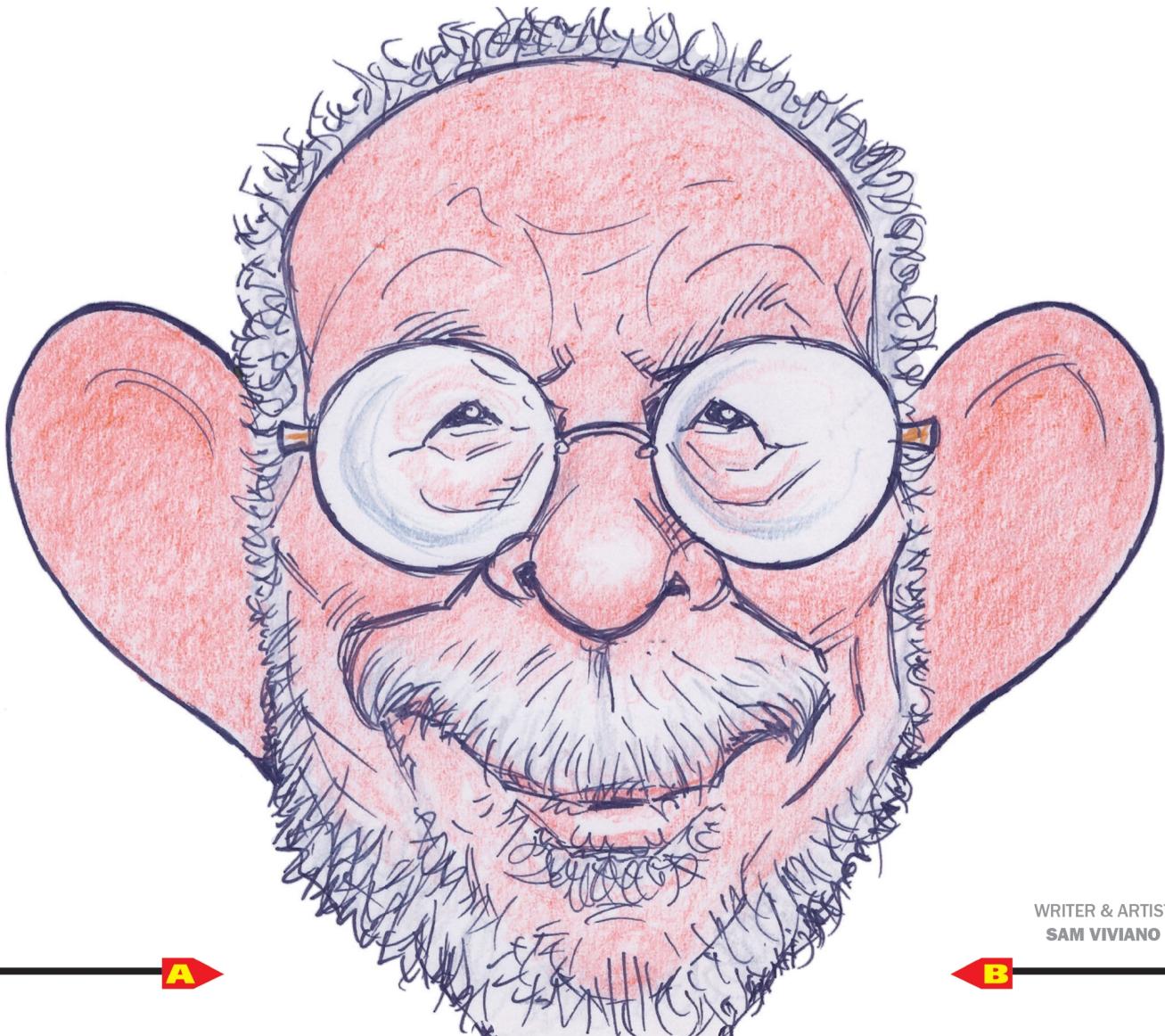
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AL MISS YOU DEPT.

FOLD PAGE SO THAT "A" MEETS "B"

A **WISE MISTER JAFFEE
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TO BE
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MORE THAN
A WHOLE EVENTFUL
CENTURY!** B



WRITER & ARTIST
SAM VIVIANO

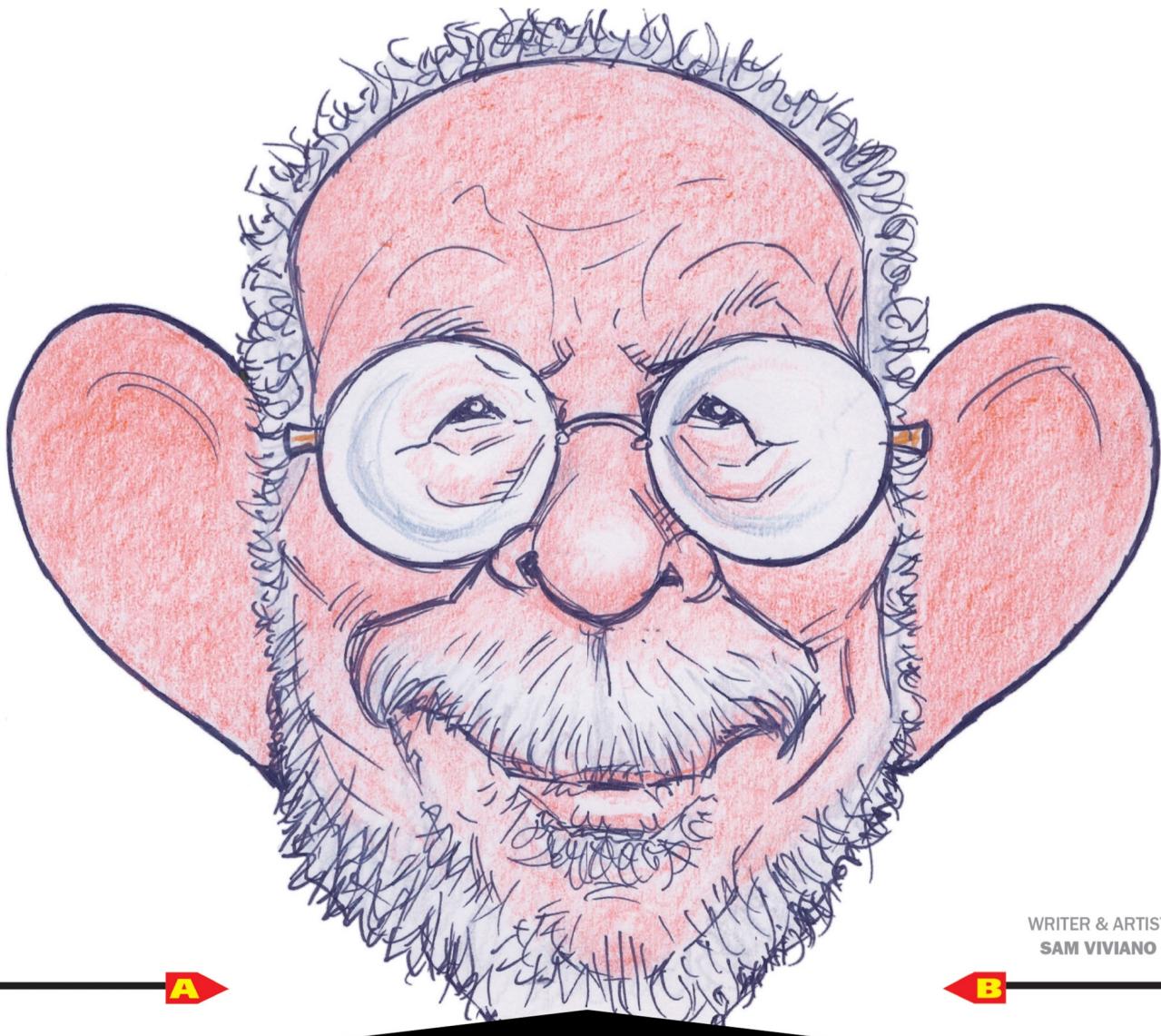


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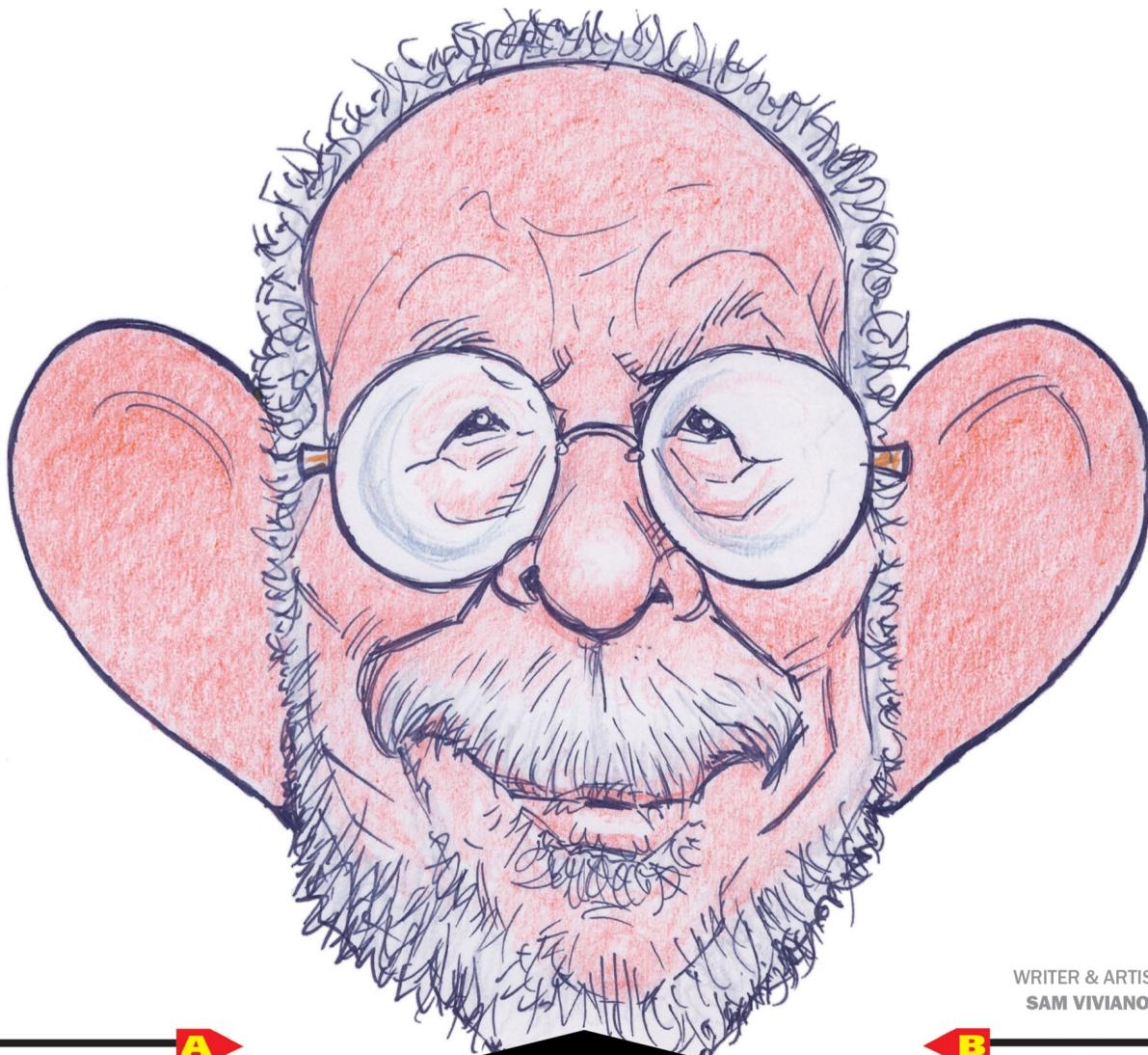
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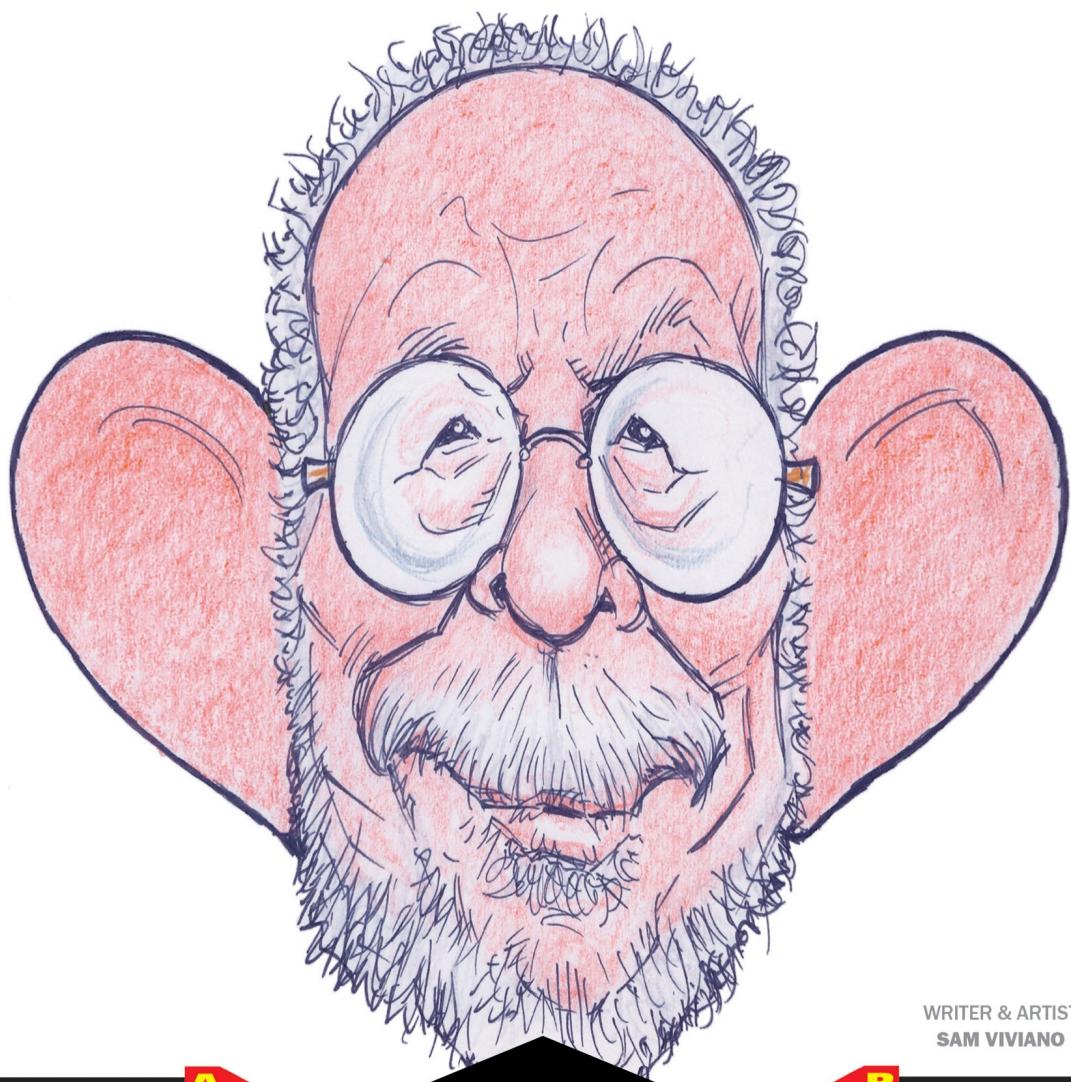
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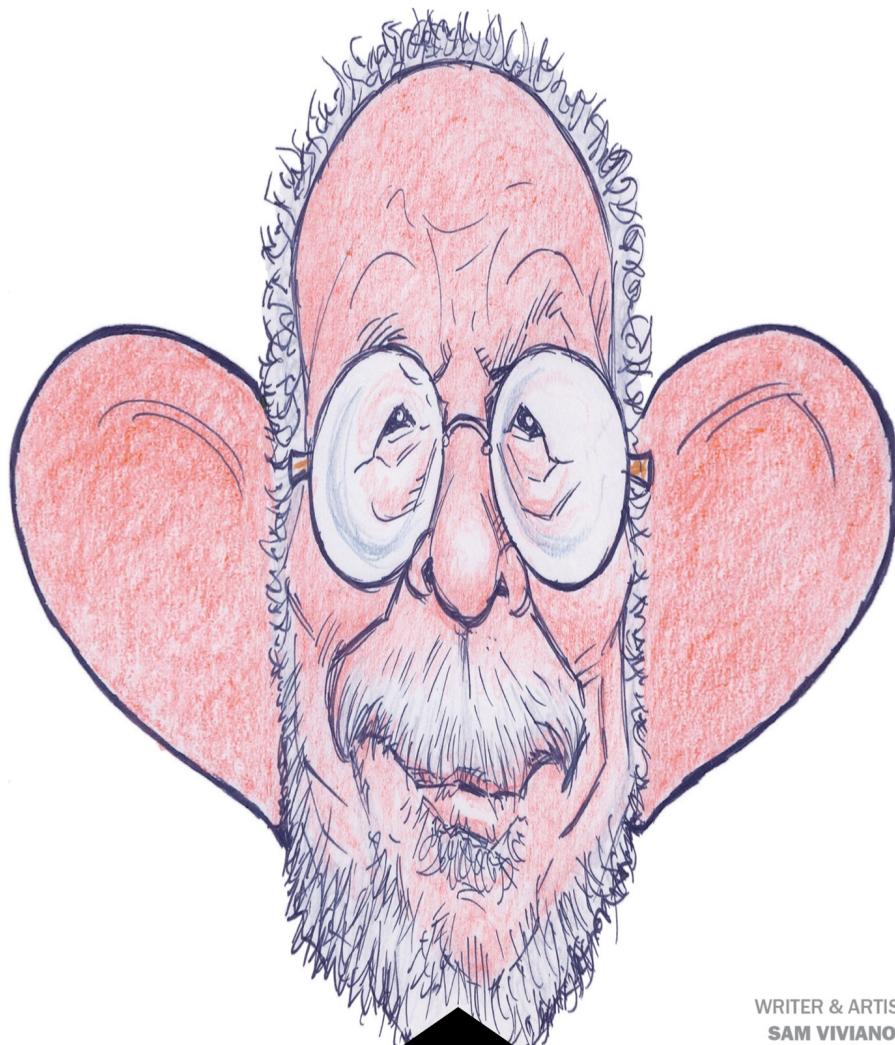
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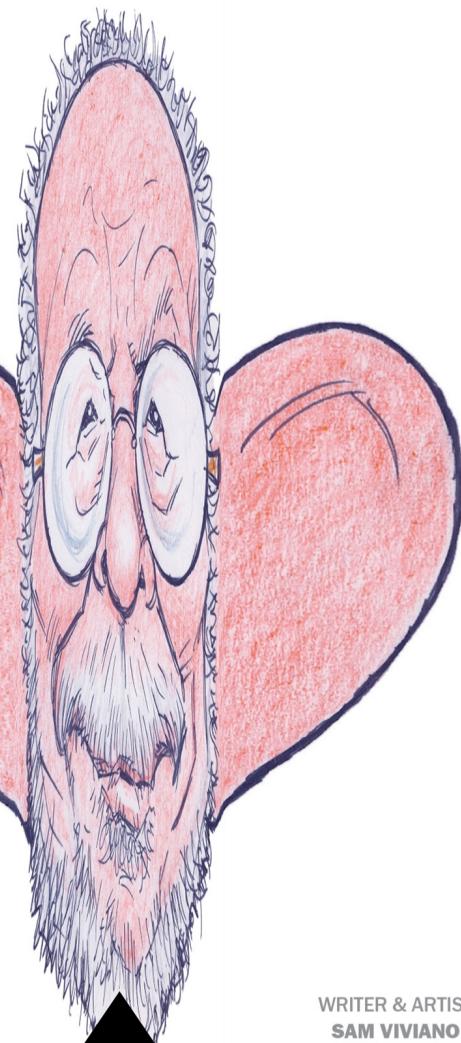
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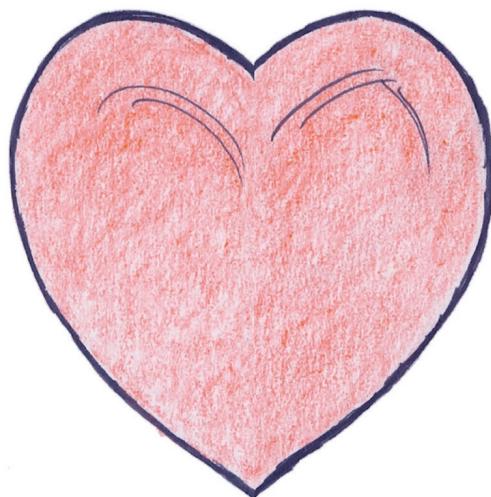


WE

LOVE

YOU,

AL



WRITER & ARTIST
SAM VIVIANO





AL'S WELL THAT ENDS WELL DEPT.

The UNFOLDABLE

Al Jaffee

There will always be a debate about who is the "Greatest of All Time" in anything creative, but the sign of true greatness is always being one of the people in that conversation.

Any debate about the greatest cartoonist of all time that does not include Al Jaffee is not a legitimate debate.

Like so many, I grew up a fan of MAD Magazine. I loved the work of Harvey Kurtzman and Will Elder and Jack Davis and Sergio Aragonés and Mort Drucker and Wally Wood and...well the list is too long to go on. MAD has been spoiled by having some of the greatest cartoonists ever as major contributors. But if I was forced to pick who was the greatest of the great in MAD, for me the choice really is no choice at all.

Al Jaffee was the greatest cartoonist who ever worked with MAD Magazine, and for me the greatest who ever put pen to paper, period. Sergio is right there for me as well, another genius of writing and art combined, but Al still takes the prize. No one ever did what he did as brilliantly as he did it for as long as he did it. No one. He was one of a kind.

Al was not the greatest artist that ever worked for MAD. That would probably have to go to Drucker or Davis or Wood. He was not the greatest writer that ever worked for MAD either...that title might have to go to Frank Jacobs or Dick DeBartolo or Arnie Kogen or Desmond Devlin or Tom Koch or...again, too long a list. He was the greatest cartoonist who ever worked for MAD. He combined both writing and art at the highest of levels and sustained that greatness over the course of MAD's long run. In my opinion Al was the undisputed heavyweight champ of MAD, not just for the brilliance of his work, but because he could do it all. He wrote, drew, or wrote and drew covers, features, movie, and TV parodies, one-page gags, multiple-page gags...there was nothing he could not do and do as well or better than anyone else. Many of his ideas for features became signature elements of the magazine. His gag inventions pieces often featured concepts that famously became actual products or technology. His Snappy Answers to Stupid Questions feature is a beloved staple of MAD. His Fold-in feature is just flat-out iconic, and a masterpiece of humor genius that lasted for well over 50 years in print. Al did them for every single issue (save two) from 1964 until 2019.

But MAD was not Al's whole story. He worked for Timely Comics (eventually Marvel) doing humor comics featuring his creations Ziggy Pig and Silly Seal. He did a syndicated comic strip called *Tall Tales* which was a vertical-format strip done in pantomime so it would appeal to non-English language papers. Al once told me a story about how his syndication editor insisted he add words to the strip, and when he did they lost two dozen international papers that carried it. I think the word Al used to describe that gentleman was *idiot*...and not the "Usual Gang of..." kind.

One of the greatest perks of getting to work for MAD was getting to know some of my heroes like Mort and Jack and Sam and Angelo and Sergio, and especially Al. He was a humble genius who was simply a delight to be around, whenever I got that chance. He was just like his cartoons...genuinely funny, charming, and sharp-witted.

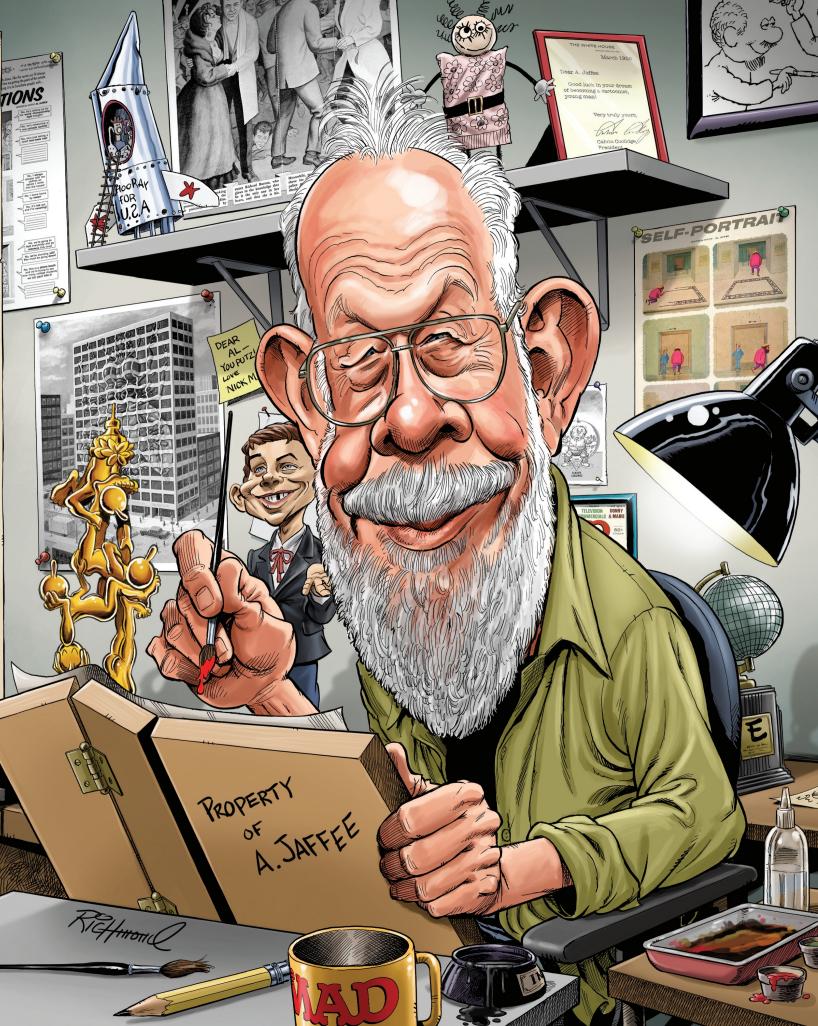
My favorite Al Jaffee story was when we were in Savannah, Georgia, at a MAD gathering for a Savannah College of Art and Design event. My wife Anna and I were having lunch with the group. We were seated at the end of the table with Al, his charming wife Joyce, the great Paul Coker Jr. and his equally charming wife Rosemary. We were chatting away when Joyce pointed at my arms and said, "Look at those muscles!" Then she turns to the then only 90-year-old Al and says "why don't you have muscles like that?"

Without missing a beat, Al looked at her and said in his distinct, deep voice:

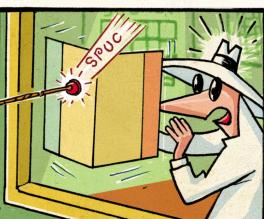
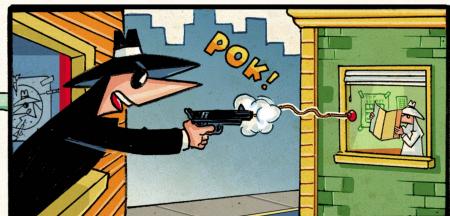
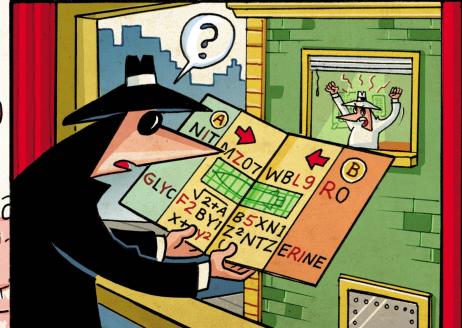
"I'm too cheap to buy new clothes."

That's the kind of sharp wit and humor Al Jaffee generously shared with the world for more than 70 years as a cartoonist.

Planet Earth was lucky to have had Al Jaffee share his unmatched talent and humor with us, and especially lucky for it to have lasted for so long. Goodbye Al...and thanks for the laughs.

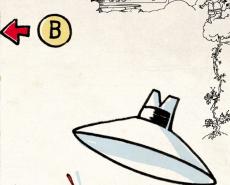


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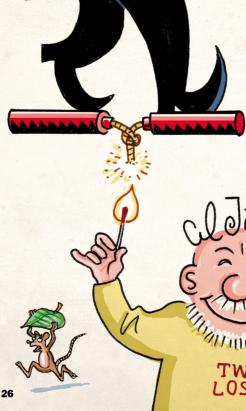
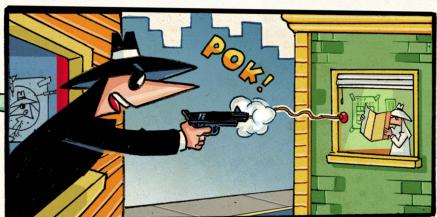
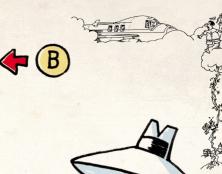
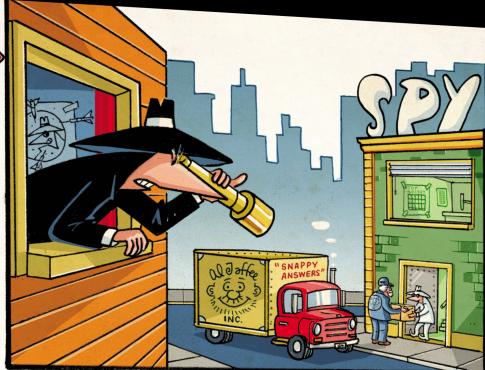


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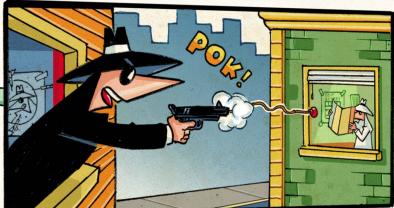
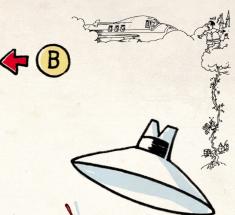
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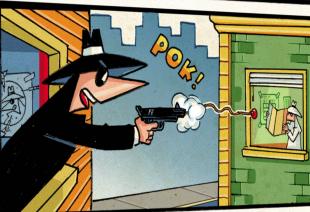




JOKE AND DAGGER DEPT.

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WRITER & ARTIST PETER KUPER

 JOKE AND DAGGER DEPT.

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JOKE AND DAGGER DEPT.

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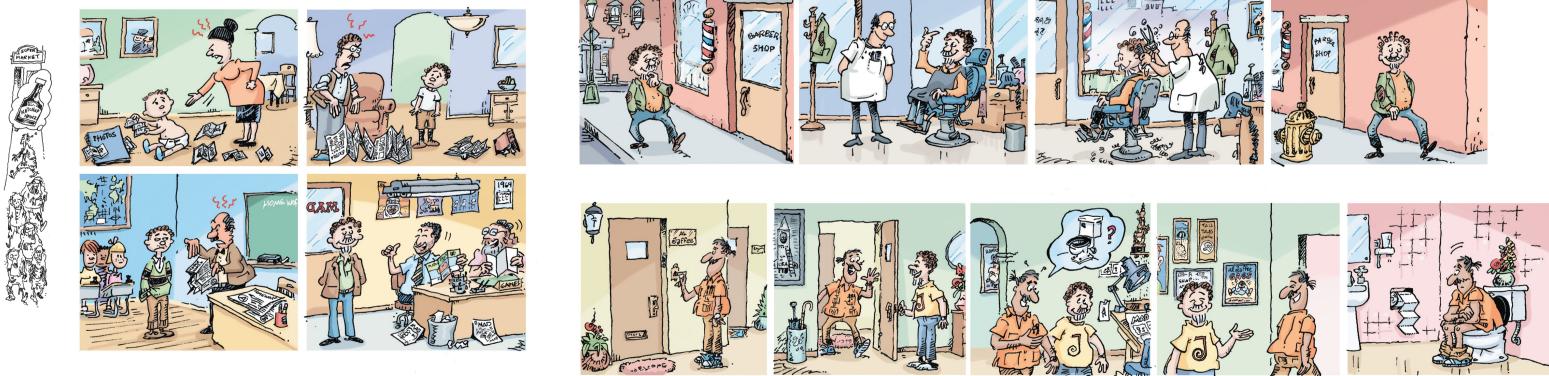


Sergio Aragones
Presents

a MAD look at al Jaffee



FIRST TWO PAGES ORIGINALLY PUBLISHED IN MAD #14, AUG 2020

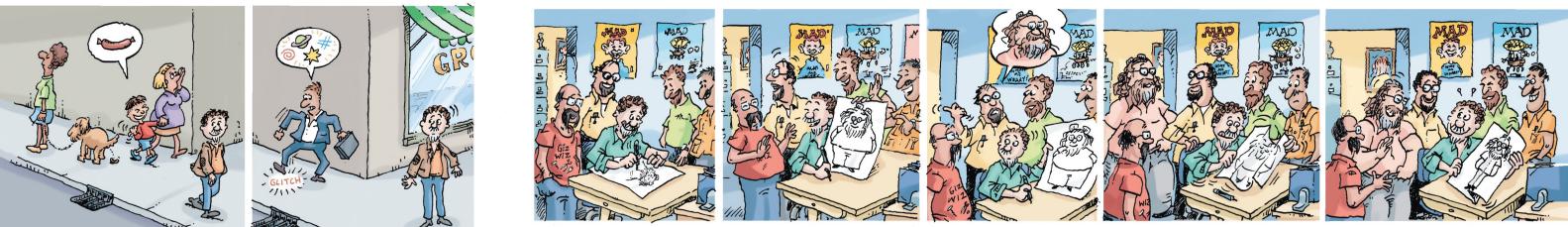


WRITER & ARTIST SERGIO ARAGONÉS COLORIST CARRIE STRACHAN





TWO NEW PAGES CREATED BY SERGIO
IN MEMORY OF HIS DEAR FRIEND, AL JAFFEE.





“HE WHO LAUGHS, LASTS”

If laughter be an aid to health,
Then logic of the strongest
Impels us to the cheerful thought
that he who laughs lasts longest.

—W.E. Nesom, “Perverted Proverbs”

Written in 1917, this excerpt is supposedly the first instance of the playfully modified adage, “He who laughs, lasts.” Penned four years before Al Jaffee was born in 1921, it perfectly sums up to me his impish outlook and amazingly long-lived life in a nutshell. And Al lived an entire orchardful of trees covered with a lot of nutty shells!

When I was hired to art direct MAD Magazine in 2018, I had to pinch myself hard... really hard! Not only was this the dream job of all dream jobs, but the thought of working with some of the tenured “Usual Gang of Idiots,” most of whom were the sole reason that I even went into a creative career, was unnerving to say at the least. So, imagine the huge bruises I gave myself realizing one of my assignments would be to art direct *the one* and only Al Jaffee. He was the master of all things I knew and loved about MAD! How could I possibly give the Al Jaffee any sort of direction on a Fold-In...he’d been making these masterpieces of MADness since before I was born!

After I stopped pinching and got up the guts to make the call to discuss the latest Fold-In sketches it was such a joy, even long distance, to meet and talk with Al. His baritone voice was so warm and inviting that immediately all anxiety was lifted. You could literally hear the twinkle in his eye! I got the sense he was genuinely open to my suggestions and appreciated the direction. And hearing his booming laugh after one of his snappy answers, was the cherry on top of it all.

Later that year, while out at New York Comic Con, I was lucky enough to get to meet Al in person and spend an afternoon with him at his studio. That day is of my most cherished moments, not only in my MAD history, but my life’s history. Al Jaffee was one of a kind, and I’m truly honored and humbled to have been able to work with him. They broke the mold when they made you, Al, and I’m certainly thankful you helped mold me into who I am today.

—Suzy Hutchinson
MAD Art Director



PHOTO JASON LEVINE

Here's Al in his studio giving snappy answers to my stupid questions about the Fold-In he created for the annual MAD 20 Dumbest in MAD #5, Feb 2019.



ARTIST
TOM RICHMOND

HERE'S TO YOU, MR. JAFFEE!

Your innovative ideas, wisecracking wittiness, and sharp responses to the repugnant have shaped the very fiber of this magazine, as shown by the multiple generations of Jaffee-inspired cartoonists, humorists, comedians, and all sorts of silly, snappy satirists.

Thanks for making us look idiotic—and making readers look twice—all these years. MAD wouldn't be MAD without you. The world is a much funnier place because of you.

ARTWORK ORIGINALLY PUBLISHED IN MAD #14, “ALL JAFFEE” ISSUE, MAY 2020

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WHAT'S ONE OF
THE HARDEST
THINGS ABOUT
LOSING A GIANT
LIKE AL JAFFEE?

HERE WE GO WITH A SPECIAL IN MEMORIAM
MAD FOLD-IN

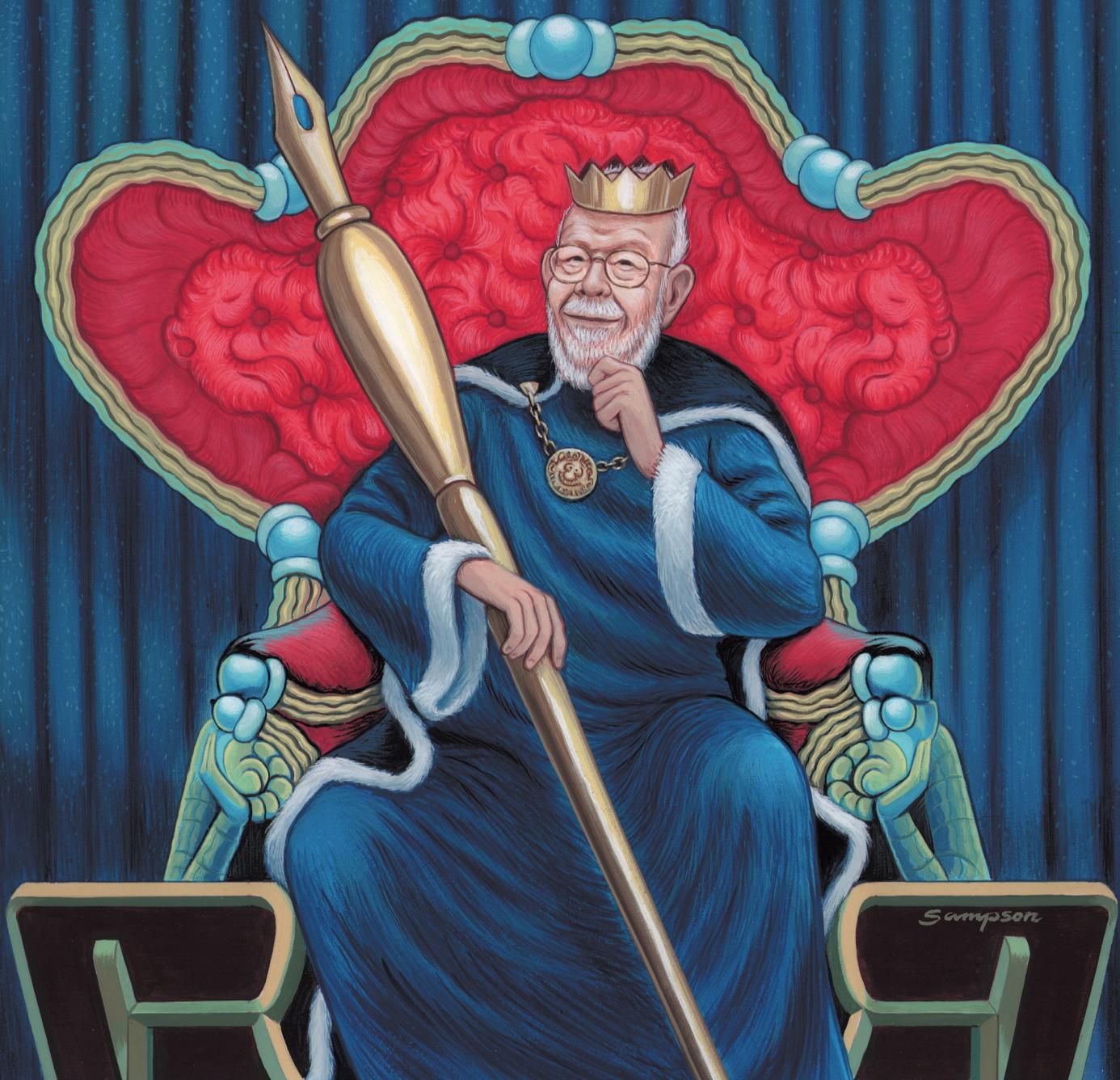
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SWIPE FROM B TO A TO FOLD



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MAD AND ITS FANS EVERYWHERE MOURN THE LOSS OF THE KING
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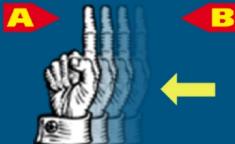
WRITER & ARTIST JOHNNY SAMPSON

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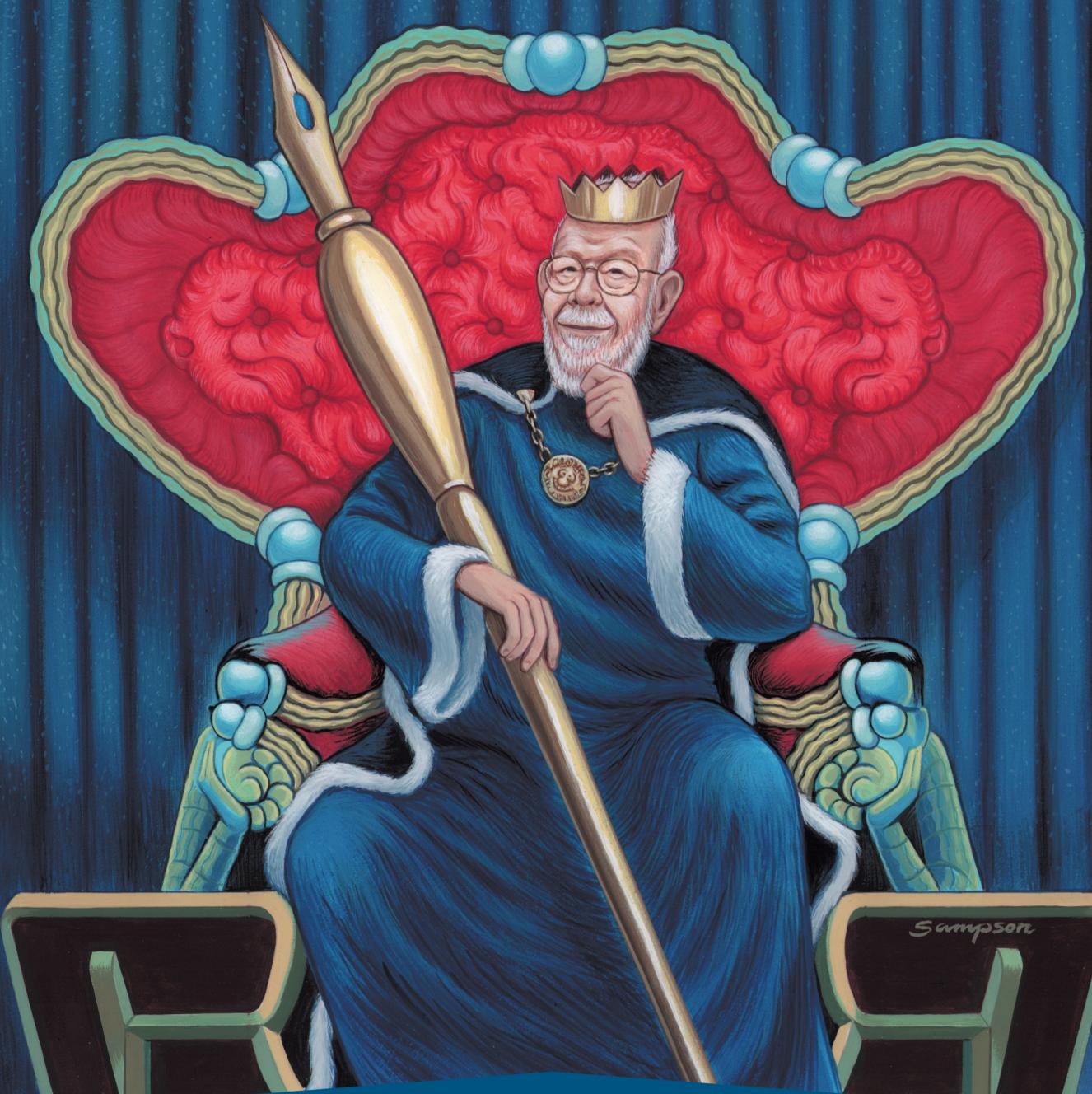
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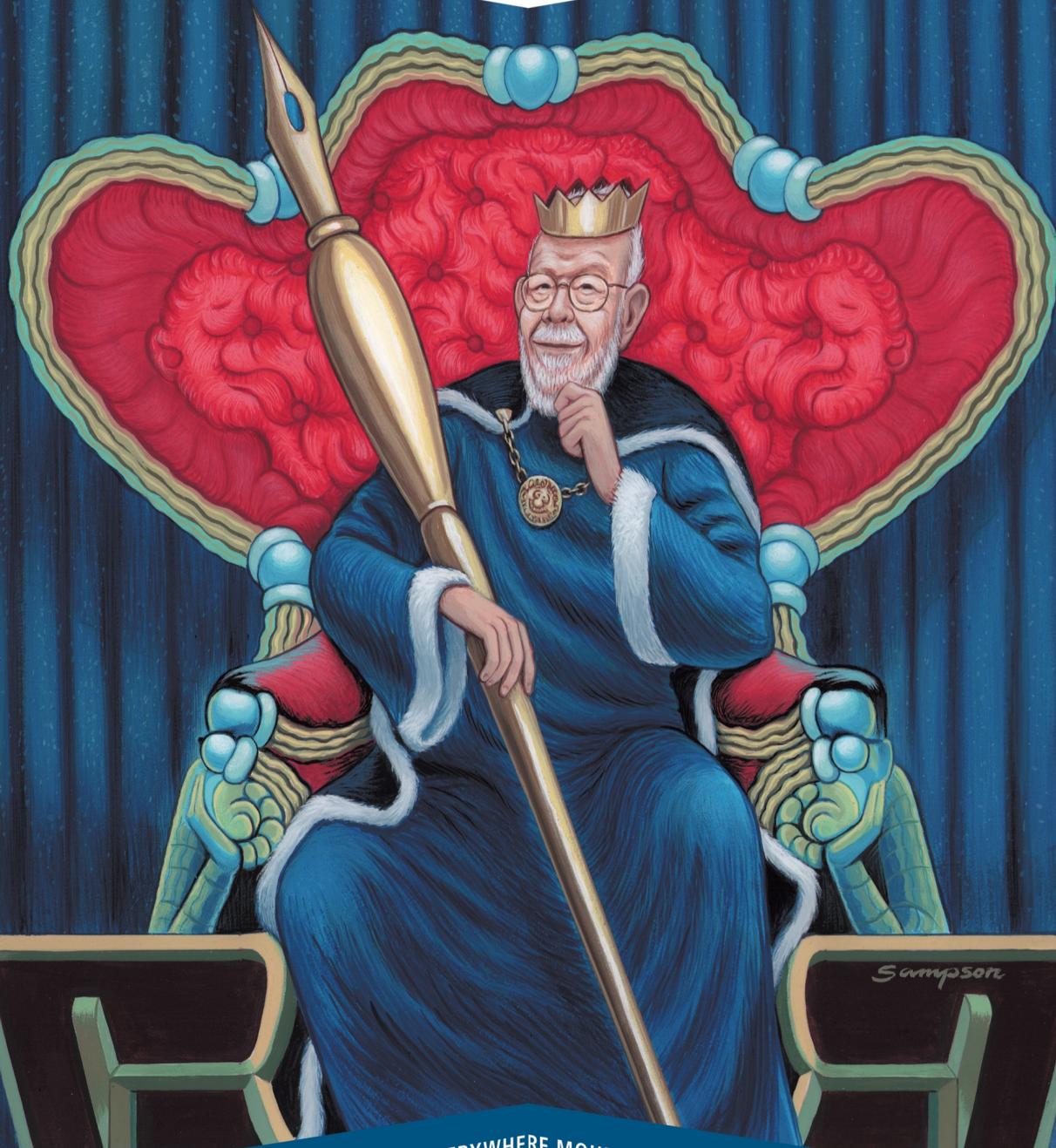
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Sampson

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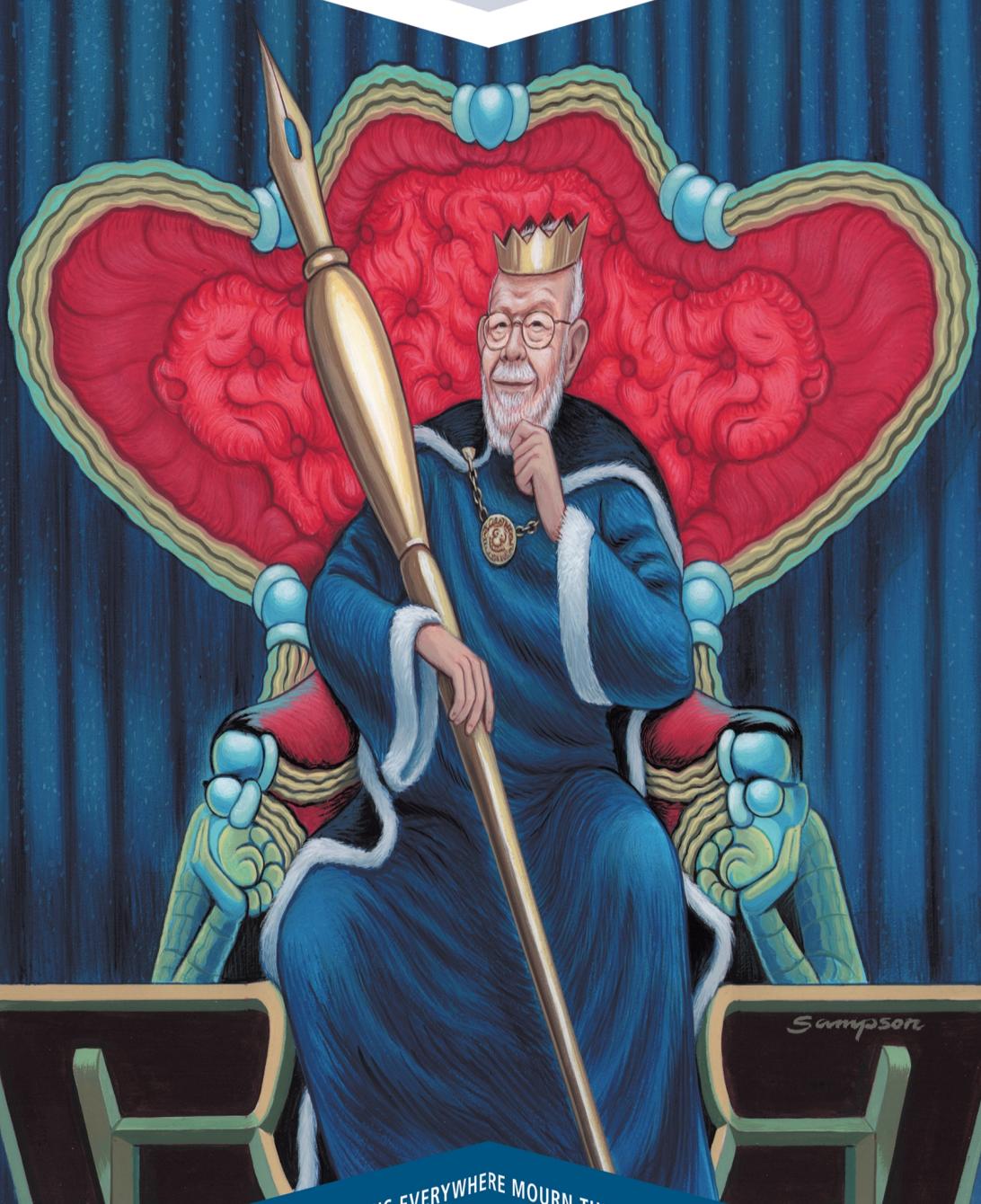
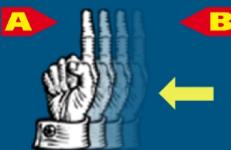


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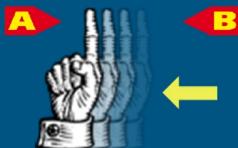


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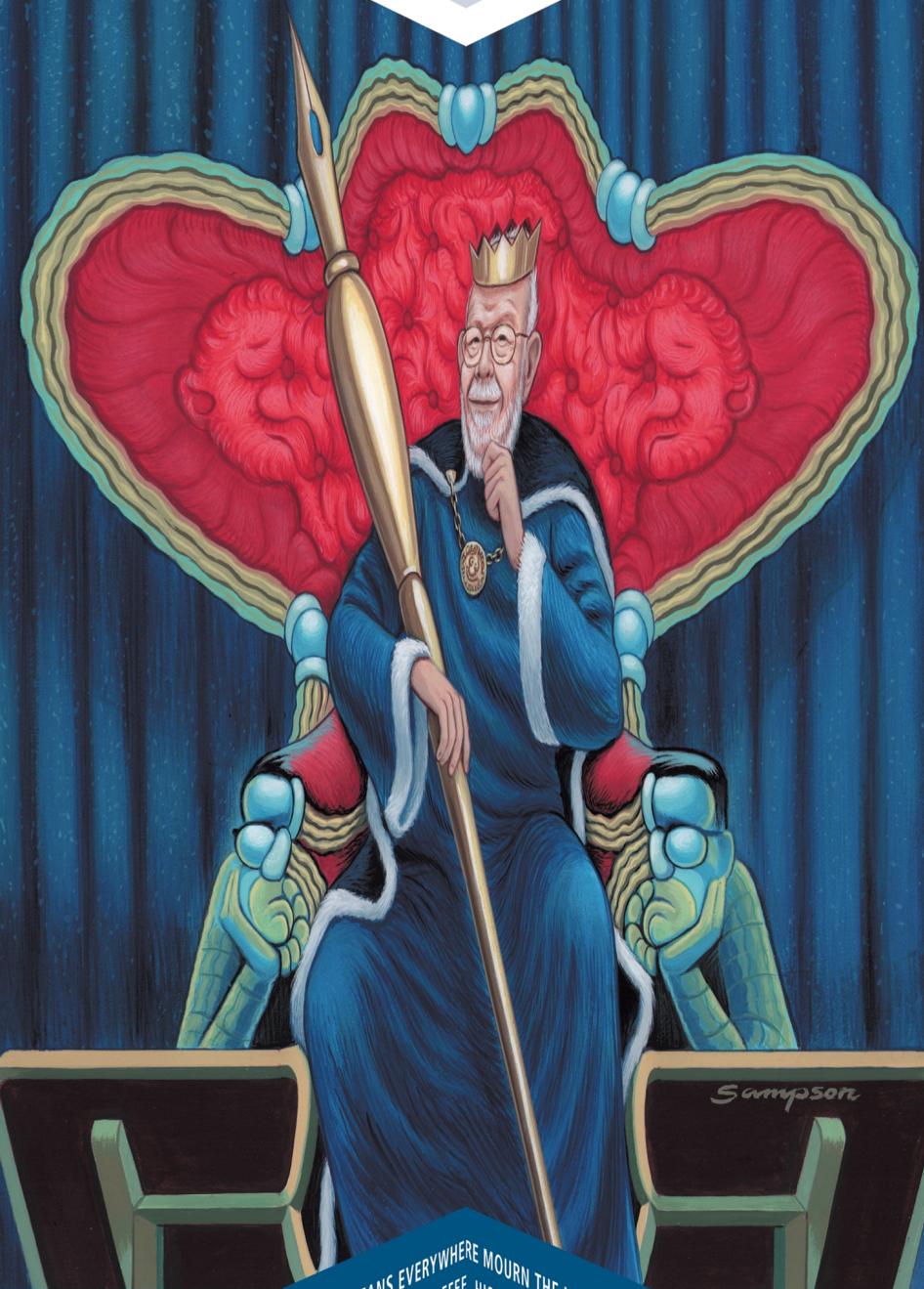
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WRITER & ARTIST JOHNNY SAMPSON

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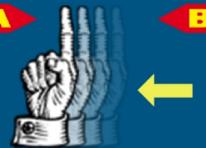
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WHAT'S ONE OF
THE HARDEST
THINGS ABOUT
LOSING A GIANT
LIKE AL JAFFEE?

HERE WE GO WITH A SPECIAL IN MEMORIAM
MAD FOLD-IN

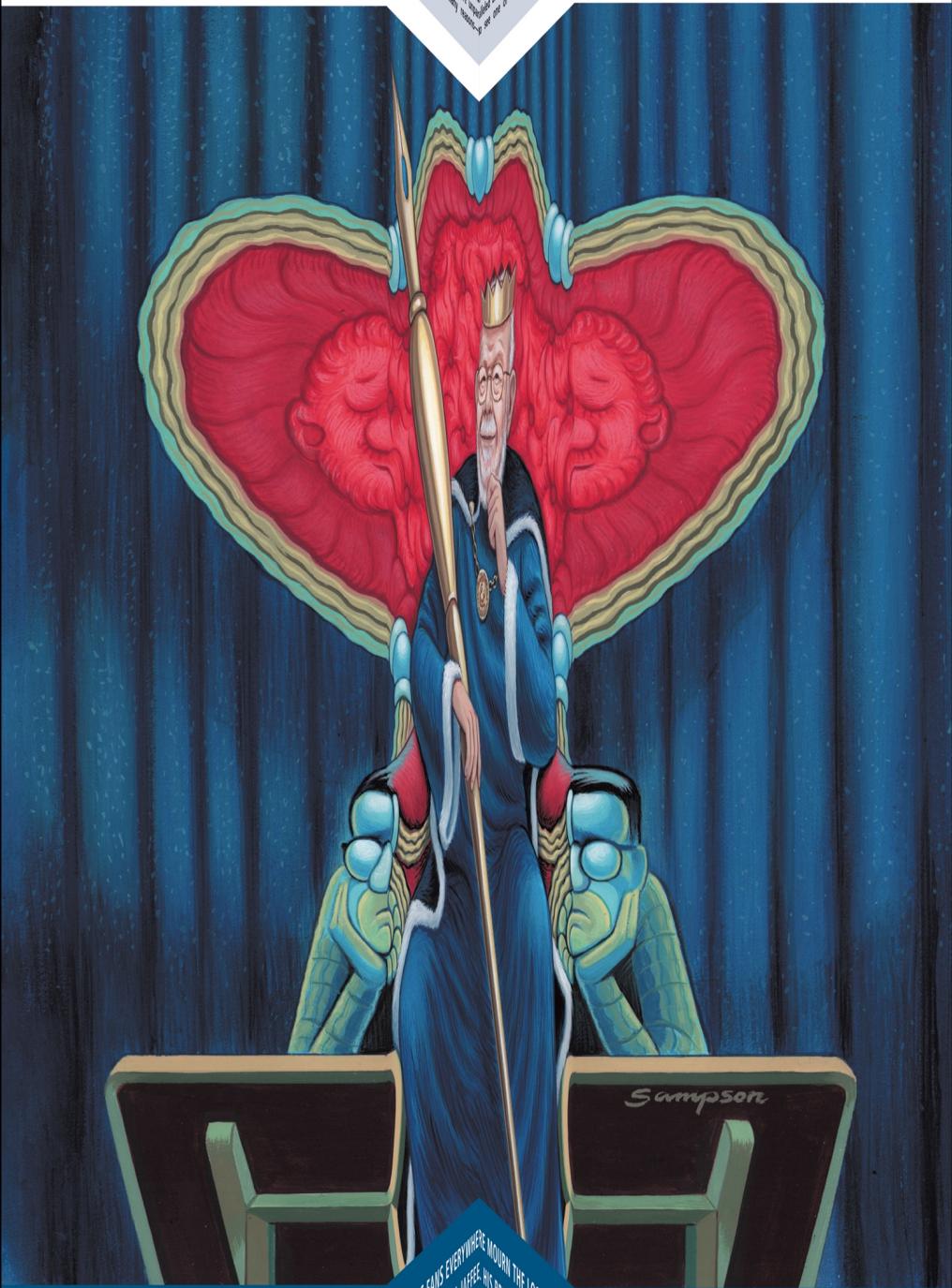
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SWIPE FROM B TO A TO FOLD



A B

B A



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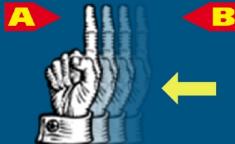
WRITER & ARTIST: JOHNNY SAMPSON

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SWIPE FROM B TO A TO FOLD



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Sampson

MAKING
A
FOLD-
IN ABOUT
LOSING HIM

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SNAPPY ANSWERS TO STUPID QUESTIONS IN

AIR TRAVEL

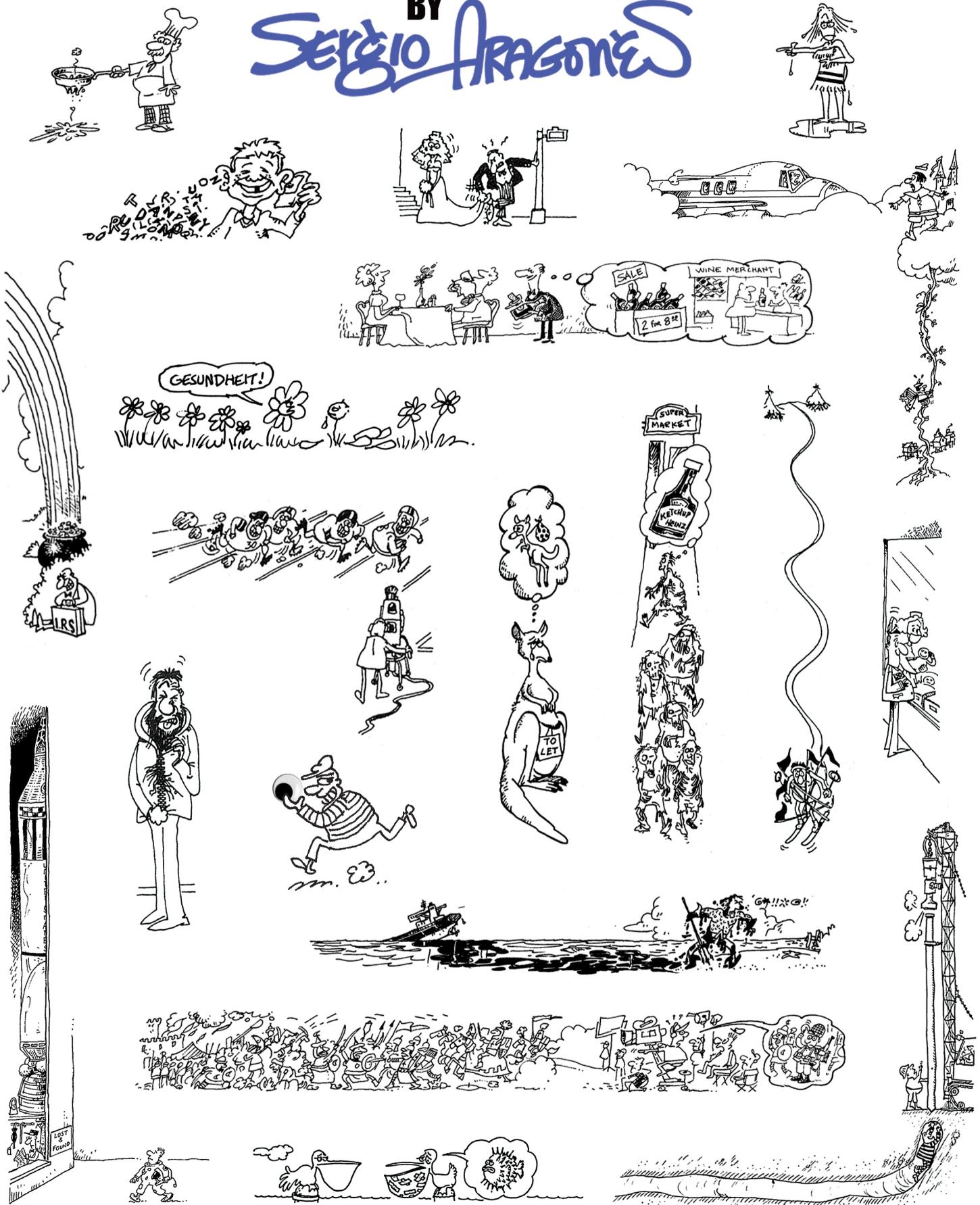
ARTIST & WRITER AL JAFFEE



DRAWN OUT DRAMAS

BY

Sergio Aragones



MAD

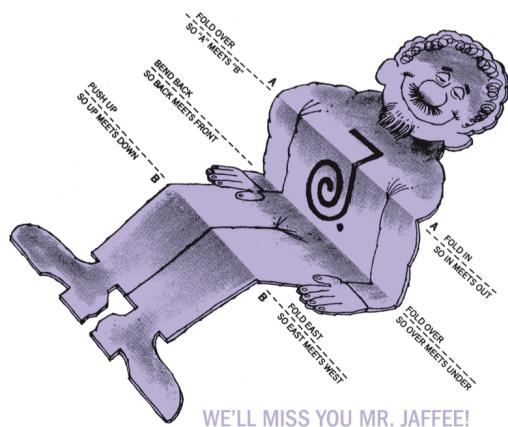
DIGITAL EDITION

BONUS MATERIAL!

Hope that your Dramamine has kicked in as we zoom backwards though time to March 1963 for “A MAD Look at Travel,” from the pages of MAD #77.



Travel isn't the only luxury as foretold by insightful Al Jaffee with the Fold-in from MAD #172, January 1975. You thought airport food was expensive!



TOUR DE FARCE DEPT.

Today, we are a nation of travelers. Whether for business, or for pleasure — on the land, the sea, the air, or the lam — Americans are constantly on the go, and it's high time we paid editorial heed to this phenomenal epidemic of wanderlust. So here are some of our observations, comments, and bad jokes—in

A MAD LOOK AT TRAVEL

ARTIST: BOB CLARKE
WRITER: DON REILLY

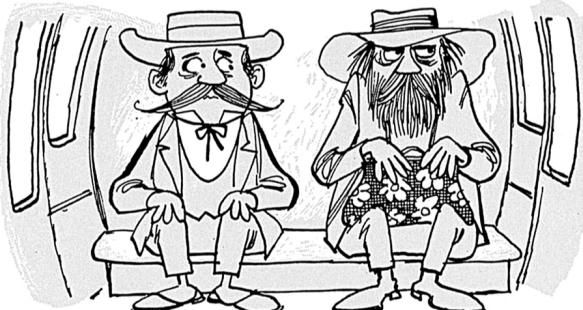
There was a time when travel in America was a risky business, and it took an "adventurous spirit" to brave the dangers involved in making a journey.



Today, of course, all that is changed—and traveling is safe and serene . . .



In the old days, you never knew who your traveling companions might turn out to be. You ran the risk of spending a long trip cooped up in a stagecoach with assorted undesirables—maybe murderers, even!



Today, of course, things are different. You have no such fears . . .



Years ago, travelers had to take elaborate precautions to protect their funds against thieves, bandits, etc.



However, modern travelers never carry more than \$50 in cash—and thus they foil potential thieves and bandits.



Clarke

STATIONS AND TERMINALS

In the old days, you had to stand in long lines at rail, bus, and air terminals, only to find out that you couldn't get the reservations you wanted.

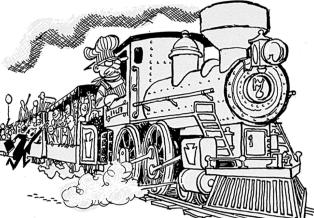
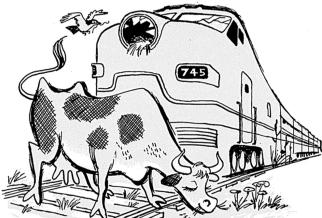


Today . . . rail, air, and bus ticket and reservation systems are miles of efficiency. Through the miracle of electronics, you find out *instantly* that you can't have the reservation you want.



RAIL TRAVEL

The nation's railroads are in financial trouble. People just don't seem to be riding trains anymore. However, one of the most popular rides at amusement parks like Disney-

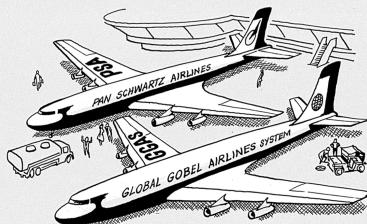


AIR TRAVEL

The traveler interested in flying is often confused by the wide variety of airline ads, all pushing their own supposedly superior aircraft and flight routes.

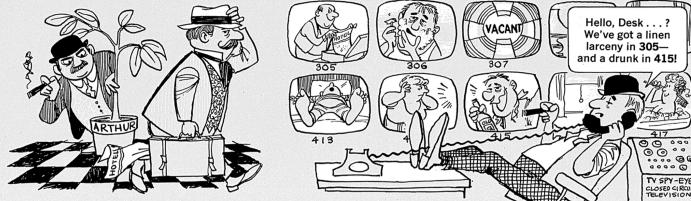


The fact is that all the competing airlines buy their planes from the same aircraft manufacturers, so the only difference between them is likely to be the color of the seat upholstery.



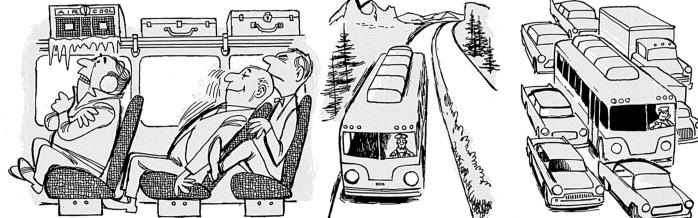
HOTELS

Hotels have changed a good deal over the years, too. They used to be mostly dingy, dusty places containing potted palms and lurking house detectives on the lookout for inappropriate behavior.

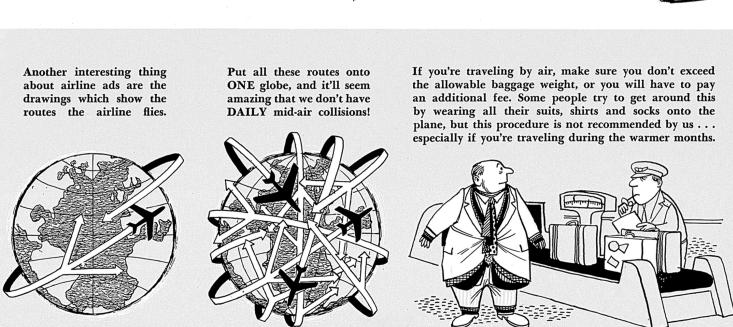


BUS TRAVEL

Bus travel is a good deal less rigorous than it used to be, now that buses have such modern refinements as air-conditioning and adjustable reclining seats.



But anyone who has attempted travel by car knows the scene is more apt to resemble this:



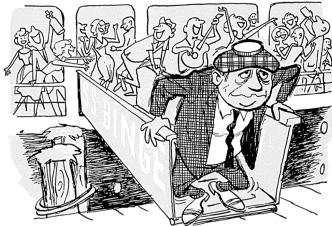
Another interesting thing about airline ads are the drawings which show the routes the airline flies.

Put all these routes onto ONE globe, and it'll seem amazing that we don't have DAILY mid-air collisions!

If you're traveling by air, make sure you don't exceed the allowable baggage weight, or you will have to pay an additional fee. Some people try to get around this by wearing all their suits, shirts and socks onto the plane, but this procedure is not recommended by us . . . especially if you're traveling during the warmer months.

OCEAN TRAVEL

For those with time, there's nothing like an ocean voyage. But if you were to take advantage of all the festivities the average ocean liner offers, you'd arrive at your last port more in need of a holiday than a vacation.



First-Class and Tourist-Class passengers on ocean liners enjoy approximately the same recreational facilities . . .



Personal service is the by-word on an ocean liner. Staff members make each passenger feel like an honored guest . . .



In fact, as each passenger disembarks at the end of the voyage, they confer upon him "The Order of the Palm" . . .



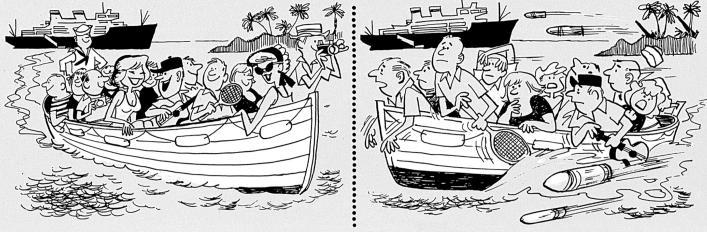
When you buy a ticket for a sea voyage, the cost of your meals is included in the price of the passage. Shipping companies have to do it this way to make money, because if meals were to be billed separately, there'd be quite a few people who wouldn't owe very much after the trip.



like swimming, dancing, deck sports, cocktails, parties, etc. The main difference is in numbers . . . and enthusiasm.

CRUISES

Luxury cruises to Caribbean and South American ports are popular with vacationers, especially in the Winter months.



However, the political atmosphere being what it is in that area, sudden changes in itinerary are sometimes necessary.

CUSTOMS INSPECTION

World travelers are often carried away by shopping bargains found abroad, and upon returning to face Custom Inspectors, may try to avoid paying duty on the items they've purchased. However, these amateur smugglers rarely get by, because sharp-eyed Customs Men are quick to spot any hidden contraband . . .



HOW CUSTOMS MEN SPOT HIDDEN CONTRABAND

Some of the Tell-Tale Give-Aways They Look For

GUILTY LOOKS



UNEXPECTEDLY HEAVY ITEMS



BIZARRE OR INAPPROPRIATE ARTICLES OF APPAREL

Strange Gloves or Mittens



Strange Souvenir Hats



ANATOMICAL ODDITIES



Bulging Cheeks



Bulging Bustles



Bulging Bulges

SOME HELPFUL TRAVEL HINTS

WHAT TO WEAR

Modern travelers need never worry about laundry problems thanks to the new Wash-and-Wear clothing. Just rinse 'em out, let 'em dry, and put 'em on (the manufacturers say!)

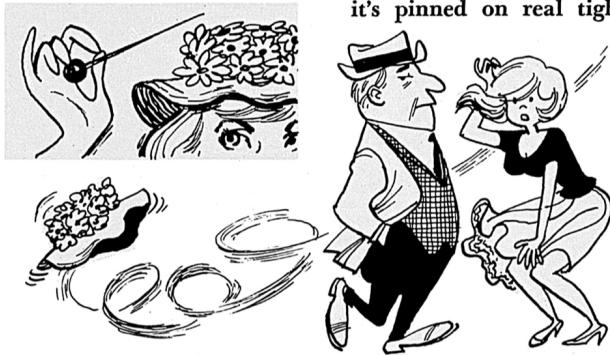


What the manufacturers don't say is: You'll look terrible in them! But since all your fellow travelers will be wearing the miserable stuff, too, you won't be too conspicuous.



WHAT TO CARRY

A woman traveling alone is wise to carry a big hatpin because the men she meets may not all be gentlemen!



That is, if her hat should blow off, there's not much chance a man'll run after it — so she better be sure it's pinned on real tight!

WHAT TO TIP

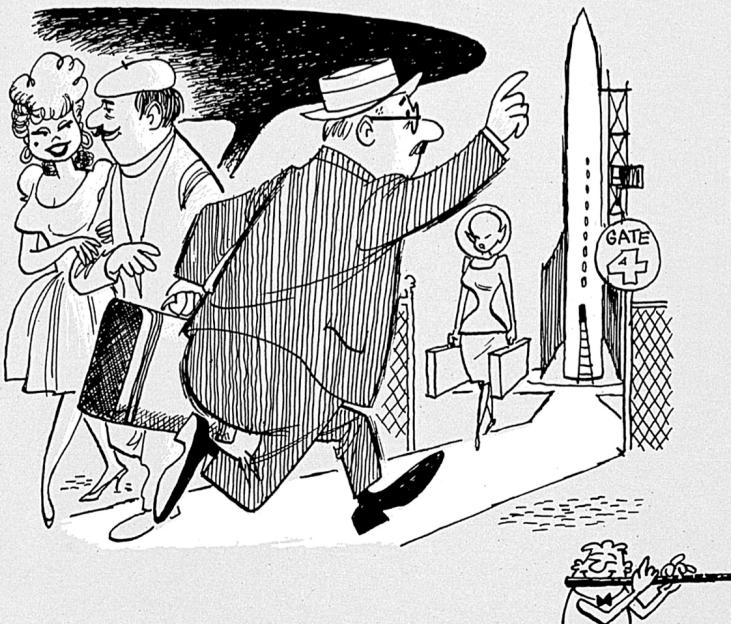
Many travelers are always wondering whether they've left a big enough "tip." In most cases, bellhops, waiters, cab drivers and so forth have subtle little ways of letting a customer know if the tip is a bit less than they expected.



LOOKING AHEAD IN TRAVEL

It is exciting to contemplate what modern technology may soon make available for the traveling public. For example, a passenger missile capable of leaving its launching pad in New York and setting down in Paris 20 minutes later. And even more exciting is the prospect of travel to the moon . . . or maybe to other planets for your vacation . . .

Although the idea of two weeks on Mars may seem exotic to the modern earthbound traveler, we're sure that once he arrives, he'll find some things are truly universal!



**WHAT SIMPLE
PASTIME IS
FAST BECOMING
A LUXURY THAT
MANY AMERICANS
CAN NO LONGER
AFFORD?**

**HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN**

The United States is one of the most beautiful and bountiful nations on earth. And yet, the way the cost of living is climbing, there are a lot of simple pleasures that many Americans will have to start doing without. To discover one popular pastime that is quickly becoming impossibly expensive, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**AMERICA AFFORDS MANY DIVERSE PLEASURES TO
EACH CITIZEN. BUT INCREASING COSTS ARE STARTING
TO MAKE SOME LUXURIES IMPOSSIBLE TO ENJOY**

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WRITER & ARTIST AL JAFFEE

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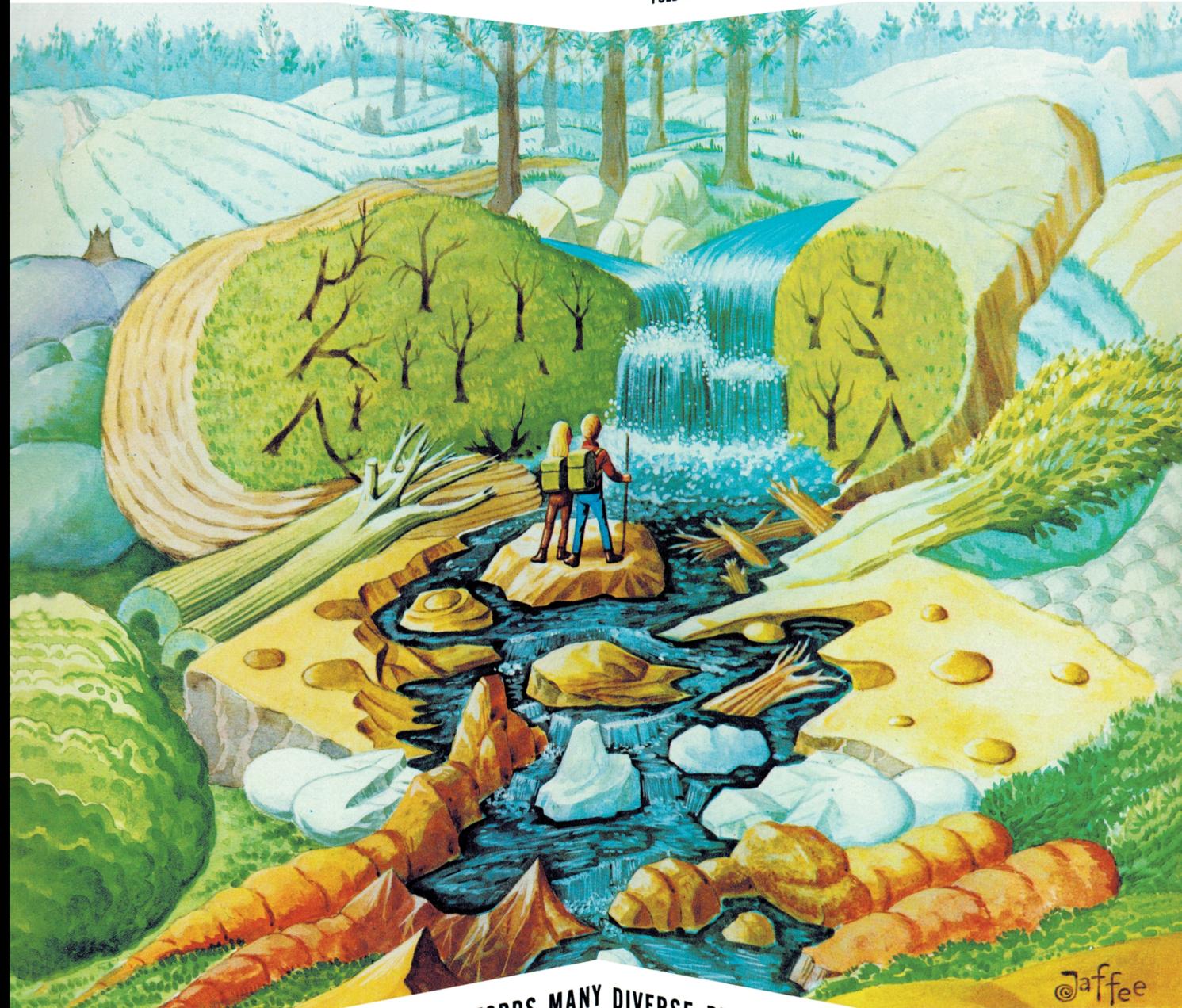
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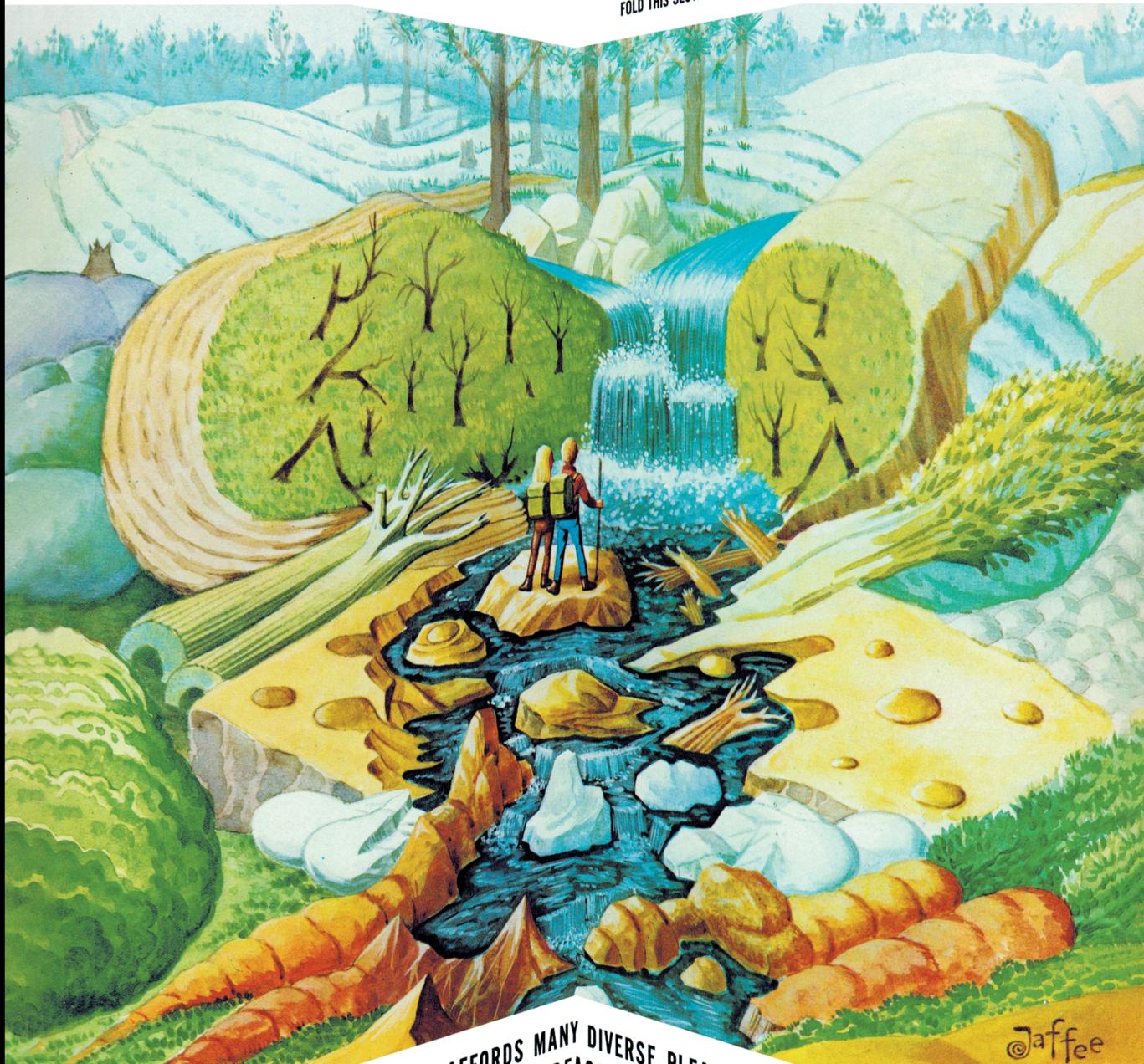


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Jaffee

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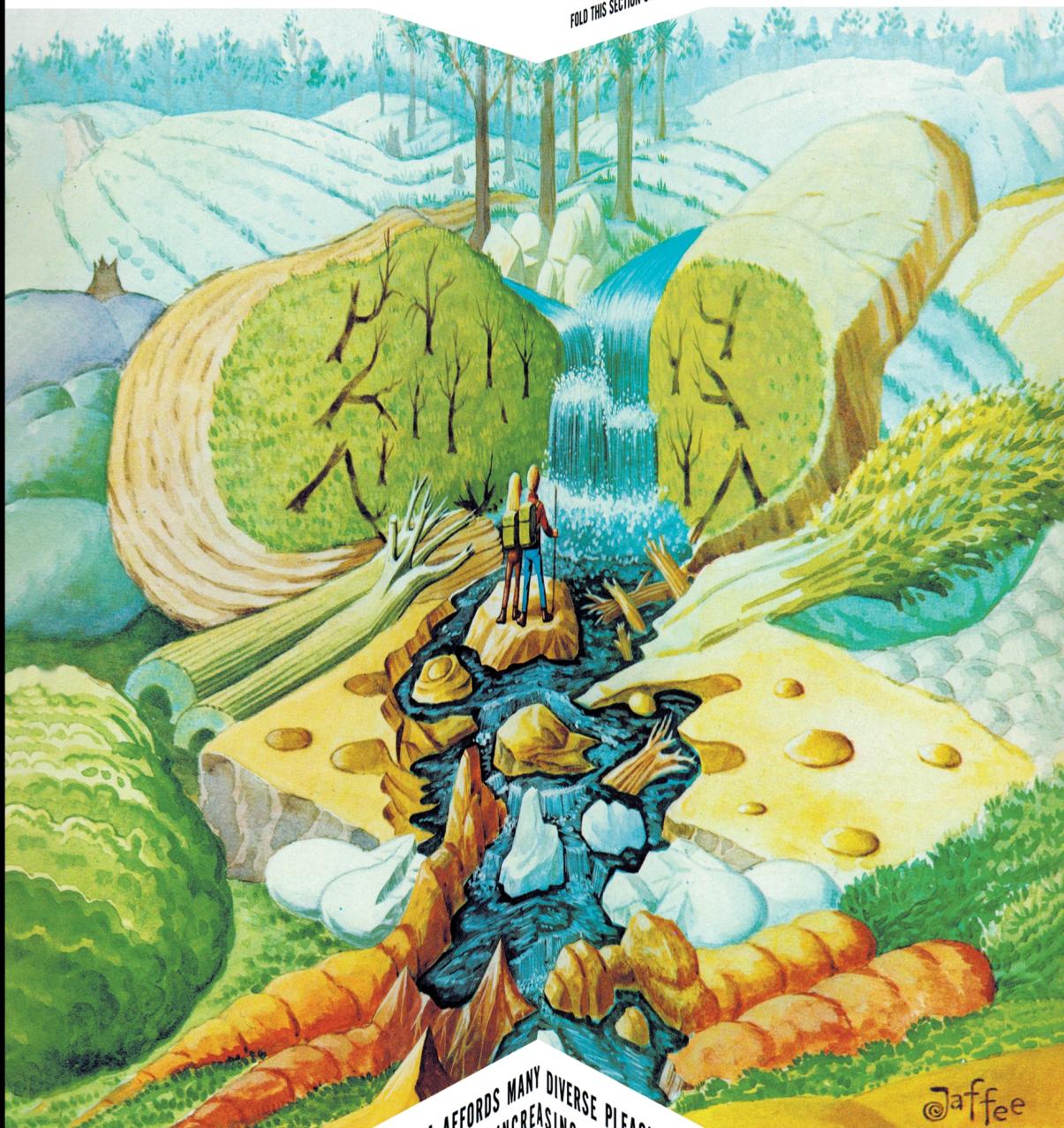
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©Jaffee

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